APRIL 17, 1950

BROADCASTING TELECASTING

PUBLIC LIBRARY
APR 19 1950
DETROIT

how a WOR sponsor's sales went up—

in smoke!

Wally Frank makes pipes (what ad man doesn't know that!)

Wally Frank wanted to sell *more* pipes—though it's no slouch when it comes to getting rid of high-priced briar.

Said they to WOR, "Hey, can you sell lots of pipes for us fast, at, mind you (they raised a warning finger) *low* cost?"

Said we, "Sure." Brass, you know.

Anyway, eight newscasts on WOR—just 8, remember—started 5,899 people dropping coins into phones to call Wally Frank and say, "Look, let's have a pipe." The result? $23,301 in cold, hard cash for nice new pipes!

In other words, every dollar Wally Frank spent on WOR, produced $7.00 in sales.

That's selling. We do it daily. Can we do it for you?

Our address is—

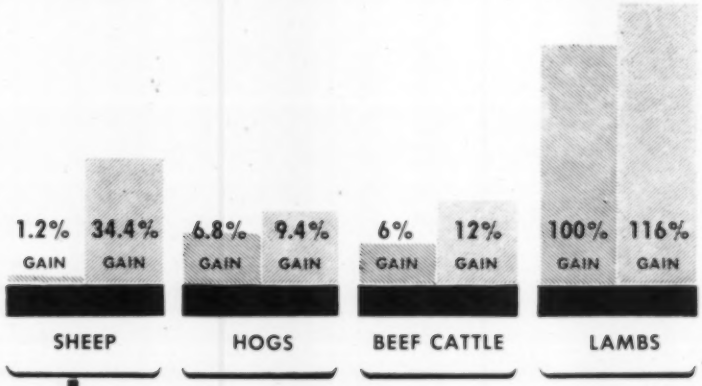
WOR

—that power-full station at 1440 Broadway, in New York

Kentucky leads the nation...

in livestock production gains

This increase in livestock production spells cash-in-the-bank prosperity for Kentucky farmers . . . for livestock receipts represent well over one-half of Kentucky's total farm income.



Based on a recent University of Kentucky College of Agriculture report of livestock gains over a years period.

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:05-15	M thru F
Farm News	6:15-30	M thru S
Noon Markets	12:40-50	M thru F
Farm Features	11:30-50	Saturday

The Kentuckiana farmer *depends* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.

CBS

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

HEY-GUYS

while you're in town—

c'mon over to our joint and ask us about

Tello-Test with merchandise prizes...

the hottest radio deal of 1950.

Over 65 new orders in the past two weeks!

Walter Schwimmer

President **RADIO FEATURES, Inc.**

75 East Wacker Drive

Phone FRanklin 2-4392

P.S. I'll buy you a Scotch! (Johnny Walker Black Label, no less!)

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

BECAUSE WAYNE COY, FCC Chairman, has never been one to pull his punches, delegates to NAB Convention are awaiting with bated breath his speech tomorrow (Tuesday). Pre-convention speculation centers around prospect that Chairman will tell broadcasters facts of life under new radio-TV competitive order and probably marshal into one talk all of those controversial observations he has made concerning radio arts in last six months.

FCC LAWYERS are building case for overall investigation of network procedures and practices, including highly controversial network representation of affiliates in national spot raised by Natl. Assn. of Radio Station Representatives two years ago. Currently pending is preliminary report suggesting no determination of representation issue until full scale inquiry is undertaken.

RE ABOVE, it's presumed FCC action will await completion of functional reorganization which involves appointment of director of Broadcast Bureau, sitting directly under FCC. Harry Plotkin, senior assistant general counsel, regarded as most likely appointee and as such would direct network inquiry.

CREDIT for carrying first commercial color telecasts goes to NBC's WNBW (TV) Washington. So that FCC members can examine RCA color on their home receivers, NBC got permission to duplicate, in color, half-hour black-and-white participating variety show from 6:30 to 7 p.m. daily. Thus far commercials have been carried in black-and-white.

LOOK FOR another legislative blast deriding FCC because of purported indirect restraint upon stations which might editorialize. Complaints from constituents of West Coast Congressman may result in legislation to guarantee some recognition for radio from free speech standpoint as is accorded newspapers. FCC action in WLIB New York case (see this page) adds legislative fuel to editorial fire.

KNITTED-BROW departments working overtime on what to do about new labor series of International Assn. of Machinists titled *Sing a Labor Song*. If initial platters are criterion, series will handle disdainfully opulence of "bosses," as against plight of wage earners. Some stations rejecting series because they do not handle dramatizations of controversial issues; others on ground they do not sell such time but give it away.

AFTER SHOWING roughly half-million-dollar loss in 1949 attributable largely to substantial capital investments in TV real estate, construction and properties, ABC expected to show profit in overall operations for first quarter of 1949 (see story page 42).

NATIONAL BISCUIT Co. (Nabisco) through McCann-Erickson, New York, preparing radio campaign to start May 1 in 12 markets.

Upcoming

April 17-19: NAB Management Conference, Stevens Hotel, Chicago.
April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.
May 4-7: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
(Other Upcomings on page 54)

'MAYFLOWER DECISION' INTERPRETED BY FCC

INTERPRETING its "Mayflower Decision" on editorializing, FCC said Thursday that stations have "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance." Interpretation came in letter telling WLIB New York that station "erroneously interpreted" Mayflower Decision in carrying editorials supporting National Fair Employment Practices Commission without taking "affirmative steps to seek out and present" differing viewpoints. FCC asked for statement of WLIB's "future policies."

Comrs. Hyde and Jones reportedly did not concur in issuance of letter. Chairman Coy did not participate. Related editorializing question is pending in UAW-CIO complaint that WWJ Detroit would not sell time to union to discuss strike at Chrysler plant because Chrysler would not buy time to present its side.

7 AM, 16 FM CPs GRANTED BY FCC

SEVEN NEW AM and 16 FM stations granted Thursday by FCC, including eight Class A, two Class B FM's in Los Angeles area and three Class B's in Baltimore. Grants:

(AM): Tri-State Bcstg. Co., Summerville, Ga., 950 kc, 1 kw day; Blackfoot (Ida.) Bcstg. Co., 1490 kc, 250 w; Chet L. Gonce, Reno, Nev., 1230 kc, 250 w; Wilkes Bcstg. Co., Boone, N. C., 1450 kc, 250 w; Uniontown (Pa.) Newspapers Inc., 1300 kc, 1 kw day; Ft. Stockton (Tex.) Bcstg. Co., 860 kc, 250 w day; Pacific Bcstg. Co., Raymond, Wash., 1340 kc, 250 w. KREM Spokane granted change from 250 w on 1340 kc to 1 kw on 970 kc, directional night; KIEM Eureka, Calif., power boost from 1 kw to 5 kw directional, on 1480 kc. Order to revoke KWRZ Flagstaff, Ariz., set aside and KWRZ renewal bid set for hearing with bid of Flagstaff Bcstg. Co. for KWRZ facilities [BROADCASTING, Dec. 12, 1949].
(FM): Los Angeles area—Don C. Martin tr/as School of Radio Arts, Beverly Hills, Ch. 292; Wm. H. Haupt, Inglewood, Ch. 288; Centinela Valley Bcstg. Co., Inglewood, Ch. 224; KOWL Santa Monica, Ch. 232; KFOX Long Beach, Ch. 272; Alhambra Bcstrs. Inc., Alhambra, Ch. 296; Angelus Bcstg. Co., Temple City, Ch. 280; Whittier Bcstg. Co., Whittier, Ch. 240; Robert P. Adams, Glendale, Class B Ch. 270; Maranatha Bcstg. Co. Los Angeles, Class B Ch. 262 (formerly had conditional grant). Baltimore (All Class B)—WBAL-AM-TV, Ch. 238; WAAM (TV), Ch. 222; Tower Realty Co., Ch. 294; Others—WWPF Palatka, Fla., Ch. 252; KALE Richland, Wash., Ch. 280; WEWO Laurinburg, N. C., Class B Ch. 243.

WNEW NAMES PACK

RICHARD PACK, director of publicity and special events at WNEW New York, promoted to program director, succeeding Ted Cott, who resigned to become manager of WNBC-AM-FM and WNBT (TV) New York.

Business Briefly

NBC-TV BUY ● Anchor-Hocking Glass Co., Lancaster, Ohio, buys NBC variety program to start May 16 on 14 NBC-TV stations, Mon.-Fri., 11-12 p.m. Schedule reportedly largest single time purchase in network TV. Contract, 52 weeks. Agency: William H. Weintraub, New York.

THOR SPOTS ● Automatic Washer Co., Newton, Iowa, for Thor washing machine, preparing series of one-minute TV spots to be placed nationally through Earle Ludgin Agency, Chicago.

KOBAK HITS NAB SERVICE, URGES HEADQUARTERS MOVE

PRACTICAL forums and free-for-alls instead of inspirational speeches should feature annual NAB Convention, Ed Kobak, business consultant, newly-elected NAB director and part owner of WTWA Thomson, Ga., declared in speech prepared for Sunday Independent's Day luncheon at Stevens Hotel, Chicago.

In basic attack on present association service, Mr. Kobak said NAB should move headquarters to New York or Chicago; set up AM, FM and TV divisions or else split into separate AM and TV trade associations. He warned against selling radio short in face of TV competition and cautioned AM industry not to be stampeded by rate pressure blocs; demanded strict self-regulation to prevent issuance of new Blue Book; opposed tripartite control of industry research, and approved recent elimination of confusion in duplicated network program rating services.

WMIE HEARING

JAMES M. COX (WSB Atlanta, WIOD Miami, WHIO Dayton) testified in FCC hearing on proposed transfer of WMIE Miami that Arthur McBride, millionaire Cleveland sportsman and taxicab owner, who is one of principals in proposed WMIE licensee, once tried to intercede with him in Gangster Al Capone's behalf. He said Mr. McBride approached him in 1930 when Mr. Cox's *Miami Daily News* was conducting anti-Capone campaign. Mr. McBride's Cleveland office issued statement quoting Mr. McBride as saying he "never knew Capone" and "never intervened for him with Cox or anyone else." Under cross-examination by Paul M. Segal, Washington attorney for WMIE, Gov. Cox denied it was *Daily News* policy to "slant" news against WMIE.

KYA SALE APPROVED

SALE OF KYA San Francisco by Dorothy Schiff for $155,000-plus to J. Elroy McCaw and John Keating approved by FCC [BROADCASTING, March 20]. Buyers own KPOA Honolulu among other broadcast interests. FCC also approved $50,175 sale of WCPM Middlesboro, Ky., by Elmer Dennis Smith and associates to group headed by A. G. Barton, on condition buyers dispose of WMIK there. WCAP-AM-FM Asbury Park, N. J., granted transfer from Radio Industries Bcstg. Co. to Asbury Park Press Inc. for $75,200.

Packed with Profits...

These eight stations are foremost in the markets they serve. Every advertising dollar you spend on them gives you goodwill, profits. Write for sales facts and figures.

Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

Shown above is an architect's drawing of WFBM's new $300,000 TV and AM studios which the station expects to occupy sometime next fall.

WFBM *IS BUILDING FOR YOUR FUTURE, TOO!*

• WFBM's expansion for the future is necessary, thanks to its tremendous success in Central Indiana. We need more room to continue providing the best possible TV and radio facilities to advertisers.

Even now, as the ground is being broken for our new studios, there are an estimated 38,500 television homes in our coverage area.

WFBM is first in audience and first in circulation . . . has been consistently tops in its 26 years of operation. And for promotion: WFBM's sales-stimulating merchandising campaigns have been deserving winners of many national awards. Add program excellence and you have the reason why your clients belong on Indiana's first stations—WFBM and WFBM-TV.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

MEET NEW YORK'S BEST SALESMAN!

WMGM . . . THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U. S. A.

✔ More than 90 per cent of WMGM's current sponsors are RENEWALS! *Potent proof of WMGM's ability to SELL—and keep on selling.*

✔ Renewing sponsors renew with INCREASED APPROPRIATIONS! *Convincing proof that WMGM SELLS —and keeps on selling!*

✔ *And no wonder—what a program lineup:*

★ Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows—to do a down-to-earth selling job for you!

★ New York's *most complete* sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives"). Including Ted Husing . . . Red Barber . . . Connie Desmond . . . Marty Glickman . . . Bert Lee . . . Sam Taub . . . Clem McCarthy . . . Bud Palmer . . . Fred Capossella.

★ And the town's *brightest* presentation of news, music, and special events! From the 6:00 a.m. Newsreel Theatre straight through to Jack Eigen's great celebrity-packed "night owl" show from the Copa that signs off at 4 a.m.

PROGRAMMING PROOF that WMGM SELLS —and keeps on selling!

AGAIN AND AGAIN AND AGAIN AND AGAIN —They sell and sell and sell on WMGM

Call or write New York's Best Salesman

WMGM

"The Call Letters of the Stars"

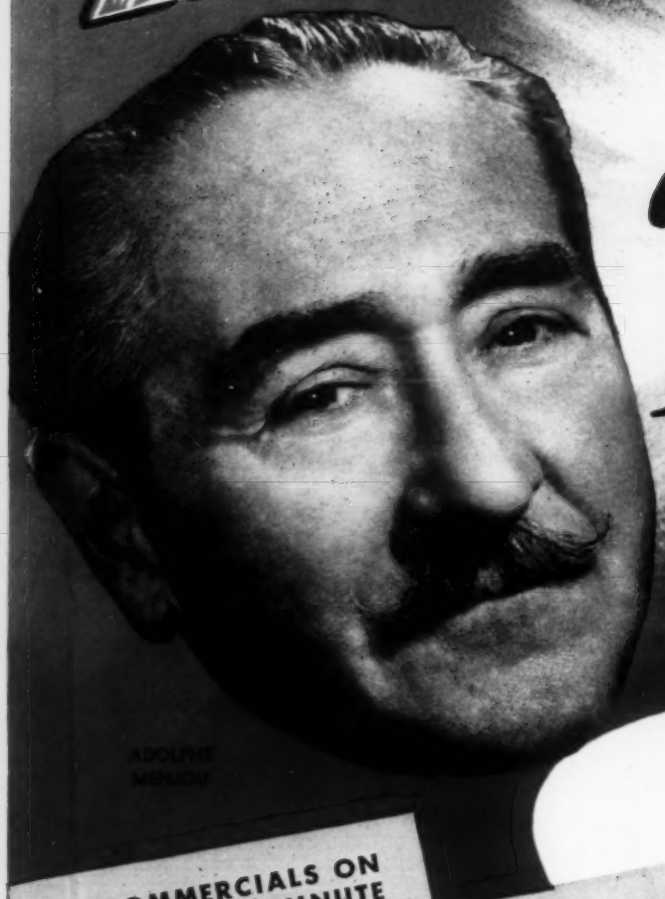
50,000 watts. 1050 kilocycles. Clear channel. 100.3 mc

711 Fifth Avenue, New York 22, N. Y. . . . . MUrray Hill 8-1000 • Radio Representatives, Inc.—737 N. Michigan Avenue, Chicago 11, Ill. . . . . SUperior 7-8121

ZIV's

ZIV's New, Low-Price A
A Terrific Selling Jo Fo

"MEET H



BIG HOLLYWOOD NAMES!

TOPS ALL MR. & MRS. SHOWS!

Built For SINGLE SPONSORSH

3 COMMERCIALS ON EVERY 15-MINUTE SHOW!

TODAY'S MOST PROFITABLE, MOST MERCHANDISABLE PROGRAM!

BOUGHT BY STATIONS LIKE THESE:

WBSM	New Bedford	100 W. Ind.
WMNB	North Adams	100 W. Ind.
KORE	Eugene	250 W. MBS
KROC	Rochester	250 W. NBC
WFPG	Atlantic City	250 W. ABC
WEIM	Fitchburg	250 W. MBS
WWWB	Jasper	250 W. Ind.
WRDO	Augusta	250 W. NBC
KXLJ	Helena	250 W. NBC
WCOS	Columbia	250 W. ABC
WCLT	Newark	500 W. Ind.
WJCD	Seymour	500 W. Ind.
WSLS	Roanoke	1,000 W. ABC
KXRO	Aberdeen	1,000 W. MBS
WELI	New Haven	1,000 W. ABC
WKOP	Binghamton	1,000 W. MBS
WIOD	Miami	5,000 W. NBC
KOTA	Rapid City	5,000 W. MBS
WNDR	Syracuse	5,000 W. CBS
WEBC	Duluth	5,000 W. NBC
KJR	Seattle	5,000 W. ABC
WNOX	Knoxville	10,000 W. CBS
WOR	New York	50,000 W. MBS
KCMO	Kansas City	50,000 W. ABC
KEX	Portland	50,000 W. ABC
WSB	Atlanta	50,000 W. NBC

. . . AND HUNDREDS MORE!

Radio's Most Entertaining Quarter Hour!

Adolphe Menjou and Verree Teasdale have terrfic and continuing appeal for housewives.

They talk about movie greats and music—fashions and food — teen-agers and travel — problem parents and pets—timely headline topics!

Peter, their 12-year old son, completes the family group. Their charm and personality, keep audience interest at a boiling point.

THESE ZIV SHOWS SHO

• ADDITIONAL CURRENT ZIV HIT SHOWS: • The Cisco Kid • It's
Wayne King Show • Barry Wood Show • Sincerely-Kenny Baker •
Manhunt • Easy Aces • Forbidden Diary • Dearest Mother • C
• Parents' Magazine On

Across-The-Board Show Is Doing
For Stations And Sponsors!

"THE MENJOUS"

HIGHER RATINGS! LOW-PRICED!

...or PARTICIPATION SPOTS!

BOUGHT BY ADVERTISERS LIKE THESE:

E. W. Edwards Dept. Store	WGR	Buffalo
Younkers Dept. Store	KTRI	Sioux City
Sealy Mattress	WBAP	Dallas-Fort Worth
Sealy Mattress	WMPS	Memphis
Spring-Air Mattress	KPHO	Phoenix
Spring-Air Mattress	KCNA	Tucson
Pure Sealed Dairy	WGL	Fort Wayne
Banner Dairy	KWKC	Abilene
Hemenway-Johnson Furn. Co.	KENT	Shreveport
Awrey Bakeries	WJBK	Detroit
Omaha Public Utility	KBON	Omaha
Akron Savings & Loan	WHKK	Akron
Forbes Coffee	KXOK	St. Louis
Gill Coffee	WMBG	Richmond
Gill Coffee	WTAR	Norfolk
Hafner's Coffee	KQV	Pittsburgh
Griffin Grocery Co.	KOMA	Oklahoma City
White Lily Flour	WAPO	Chattanooga
General Electric Appliances	WAAB	Worcester
Philco Appliances	WGAL	Lancaster
Werx Soap	WKRC	Cincinnati
Albers Super Markets	WLOK	Lima
Cherry & Webb Dept. Store	WPRO	Providence
Trask's Dept. Store	WERC	Erie
Eavey's Super Market	WHBU	Anderson
Taylor Hardware	KTRE	Lufkin

... AND HUNDREDS MORE!

See the Amazing Success Story At
ZIV's N.A.B. EXHIBIT
Suite 500-501, Stevens Hotel, Chicago

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

ON YOUR STATION!
Hollywood • Guy Lombardo Show • Favorite Story (with Ronald Colman)
• Korn Kobblers • Songs Of Good Cheer • Boston Blackie • Philo Vance
• Calling All Girls • Old Corral • Lightning Jim • Sparky And Dad
One For The Book

Advance Registration, NAB Management Conference

(All are registered at Stevens Hotel unless otherwise indicated.)

A

Akerberg, Herbert, CBS, New York
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Aldridge, Mahlon R. Jr., KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Allen, Walter H., KALB Alexandria, La.
Allman, Frederick L., WSVA Harrisonburg, Va.
Anderson, Elwood C., WEST Easton, Pa.
Armand, Jean, Bruce Eells & Assoc., Hollywood
Arnoux, Campbell, WTAR Norfolk, Va.
Ashenhurst, John, Edward Petry & Co., Chicago
Atteberry, Ellis, WJBC Bloomington, Ill.
Autenrieth, J. W. Jr., WKAM Warsaw, Ind.
Avery, Lewis H., Avery-Knodel Inc., New York

B

Baker, Philip M., radio attorney, Washington
Baldwin, O. Keith, WERE Cleveland, Ohio
Banks, Bert, WTBC Tuscaloosa, Ala.
Barnes, Maurice R., Barnes & Neilson, Washington
Barnes, Wade, RCA Victor Division, New York
Barnhart, Charles E., WMBD Peoria, Ill.
Baxter, E. V., KOAM Pittsburg, Kan.
Beatty, J. Frank, BROADCASTING-TELECASTING.
Beatty, Richard V., WOHI East Liverpool, Ohio
Bellatti, L. F., KSPI Stillwater, Okla.
Bennett, Sam H., KMBC Kansas City, Mo.
Bernard, J. J., KOMA Oklahoma City
Bingham, George W., WKIP Poughkeepsie, N. Y.
Bishop, Burton, KTEM Temple, Tex.
Bishop, Lee, KORE Eugene, Ore.
Blackburn, James W., Blackburn-Hamilton Co., Washington
Blackman, E. G., WLAC Nashville
Blair, Forrest, Edward Petry & Co., Chicago
Blair, John P., John Blair & Co., Chicago
Blink, M. M., Standard Radio Transcription Services Inc., Chicago
Bliss, C. Everett, KCIM Carroll, Iowa
Bloomberg, Herbert, Allen B. DuMont Laboratories Inc., Clifton, N. J.
Bondurant, Hale, KFBI Wichita, Kan.
Boice, Hugh K. Jr., WEMP Milwaukee
Bowden, J. L., WKBN Youngstown, Ohio
Brechner, Joseph L., WGAY Silver Spring, Md.
Breen, Edward, KVFD Fort Dodge, Iowa
Brennan, H. K., WHTB Greensburg, Pa.
Bridges, Loren F., KTIS Minneapolis
Broman, E. J., Frederic W. Ziv Co., Cincinnati
Brown, Carleton D., WTVL Waterville, Me.
Brown, R. M., KPOJ Portland, Ore.
Brumbaugh, Eleanor, BROADCASTING-TELECASTING
Bruzek, Walt, KLER Rochester, Minn.
Bryant, Bruce, Edward Petry & Co., Chicago
Buchheit, John H., WHJB Greensburg, Pa.
Bunker, Harry S., WKIP Colorado Springs, Col.
Bunn, William Joseph, WDSC Dillon, S. C.
Burbach, George M., KSD St. Louis, Mo.
Burke, Harry, KFAB Omaha, Neb.
Burow, Robert J., WDAN Danville, Ill.
Burrell, M. W., Collins Radio Co., Cedar Rapids, Iowa
Burton, Robert J., Broadcast Music Inc., New York

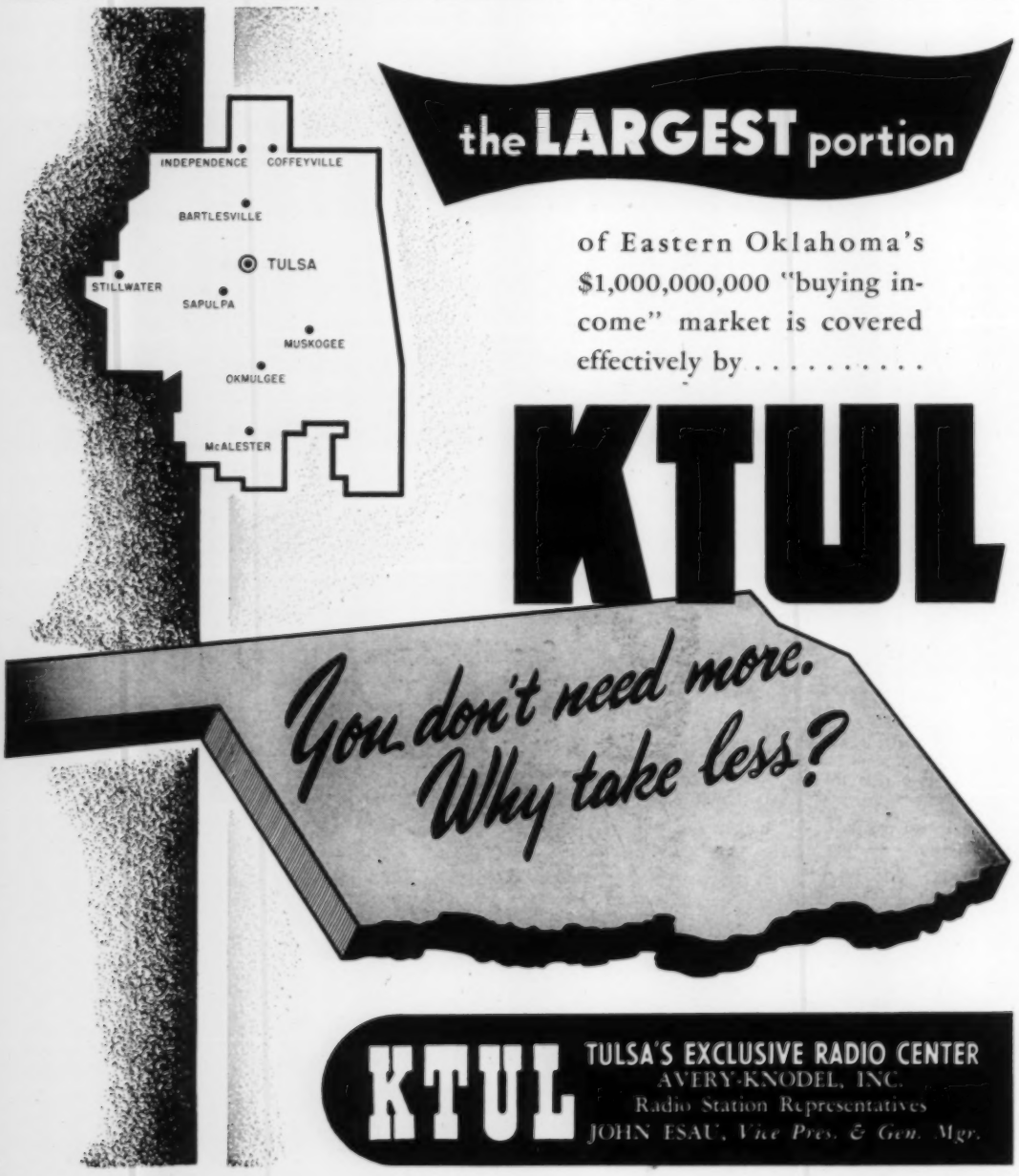
C

Caley, Charles C., WMBD Peoria, Ill.
Caldwell, Louis G., Kirkland, Fleming Green, Martin & Ellis, Washington
Campbell, Don D., WBRC Birmingham, Ala.
Carey, Sam, WRVA Richmond, Va.
Carman, Frank C., KUTA Salt Lake City, Utah
Carroll, Jean, Compton Advertising Inc., New York
Carroll, Robert E., WHAY New Britain, Conn.
Carpenter, H. K., WHK Cleveland, Ohio
Cartwright, William, Edward Petry & Co., Detroit, Mich.
Casper, Cy, WBBZ Ponca City, Okla.
Cassill, Harold W., WEOK Poughkeepsie, N. Y.
Chandler, George C., CJOR Vancouver, B. C.
Chatterton, C. O., KWLK Longview, Wash.
Christal, Henry I., Edward Petry & Co., New York
Christian, L. H., WRFC Athens, Ga.
Church, Arthur B., KMBC Kansas City, Mo.
Churchill, Dr. Clinton H., WKBW Buffalo, N. Y.
Clarkson, Robert J., Columbia Transcriptions—Div. of Columbia Records Inc., New York
Clay, Henry B., KWKH Shreveport, La.
Clochessy, Henry, Compton Advertising Inc., New York
Cobb, Wilton, WMAZ Macon, Ga.
Cohn, Marcus, Cohn & Marks, Washington
Coleman, George D., WGBI Scranton, Pa.
Coley, Lem, WRFS Alexander City, Ala.
Collins, J. M., ASCAP, New York
Cook, Charles R., WJPF Herrin, Ill.
Cook, George R., WLS Chicago
Cooper, Virginia N., WJLS Beckley, W. Va.
Cornette, Virginia, WHOP Hopkinsville, Ky.
Covington, J. R., WBT Charlotte, N. C.
Cox, H. Quenton, KGW Portland, Ore.
Cox, James L., Broadcast Music Inc., New York
Craddock, Douglas L., WLOE Leaksville, N. C.
Cragston, Barney, Frederic W. Ziv Co., Cincinnati
Crater, Rufus, BROADCASTING-TELECASTING
Craven, T. A. M., Craven, Lohnes & Culver, Washington
Cribb, Wayne W., KHMO Hannibal, Mo.
Crockett, Joe P., WBOB Galax, Va.
Croker, Wm. J., KDEC Decorah, Iowa
Crosby, Wade, Bruce Eells & Assoc. Inc., Hollywood
Crowther, Frank, WMAZ Macon, Ga.
Curnutt, Allan, KICM Mason City, Iowa
Curtis, James R., KFRO Longview, Tex.

D

Dabadie, J. Roy, WJDO Baton Rouge, La.
Dahl, Howard, WKBH La Crosse, Wis.
Davis, Edward, KDFC Sausalito, Calif.
Davis, James P., RCA Victor Div., New York
Dennis, Walter L., Allied Stores Corp., New York
DeRussy, John S., NBC, New York
Dewey, Charles E. Jr., WAJR Morgantown, W. Va.
Dibble, Murien, Compton Advertising Inc., New York
Dietrich, George S., Radiotime Inc., Chicago
Dillon, Bob, KRNT Des Moines, Iowa
Dirks, Dietrich, KCOM Sioux City, Iowa
Dobberteen, H. H., Benton & Bowles Inc., New York
Doheny, C. W. Toby, Standard Rate & Data Service, Chicago
Dolberg, Glenn, Broadcast Music Inc., New York

(Continued on page 14)



This summer, plant your product in the sun!

Use WCCO to cultivate your customers all Summer long (as well as all year round) and you'll find Summertime in the Northwest is a hot time for making sure your sales grow.

During June, July and August, retail sales in WCCO territory are in full bloom (more than $686,000,000). Listening is way up (in the Twin Cities WCCO's Summer daytime Hooper averages 6.5). And the Summer cost-per-thousand is *way down* (it's dropped 29.8% since 1946)!

No wonder last year 60 national spot and local sponsors (25% more than the year before) used WCCO *all year round*. Many for the 10th straight year.

Call us about a hot WCCO sales-personality (like Stewart MacPherson, for example). You'll find WCCO sends sales UP with the temperature!

Minneapolis-St. Paul **WCCO**
50,000 watts • 830 kilocycles
Represented by Radio Sales

BROADCAST MUSIC INC.
it's YOUR anniversary, t
1940
19
22 NETWORKS
2082 AM RADIO STATIONS
394 FM RADIO STATIONS
94 TELEVISION STATIONS
150 CANADIAN RADIO STATIONS
1362 MUSIC PUBLISHERS and their Composers and Authors
(as of April 1, 1950)

XUM

y, too!
5
BMI
10TH
Anniversary
1940 ♫ 1950

MILE HIGH* and soaring HIGHER

KLZ's SUMMER MARKET SOARS, TOO!

You get a $250,000,000 PLUS market from tourists alone every summer in the Rockies! Order now for choice summertime schedules on KLZ—Denver's No. 1 Hooper Station.

KLZ

DENVER

5,000 W CBS 560 KC

Represented by THE KATZ AGENCY

Advance Registration, NAB Management Conference

(Continued from page 10)

Dolph, Robert H., KFTM Ft. Morgan, Col.
Donato, Nat. V., C. P. MacGregor Co., New York
Dorrance, Dick, O'Brien & Dorrance, New York
Dorrell, W. Ward, C. E. Hooper Inc., New York
Duckett, Carl E., WBOB Galax, Va.
Duvall, T. W., KGBX Springfield, Mo.

E

Eagan, R. Russell, Kirkland, Fleming, Green & Martin, Washington
Eells, Bruce G., and Eells, Jim, Bruce Eells & Assoc. Inc., Hollywood
Eggleston, J. C., WMC Memphis, Tenn.
Elias, Don S., WWNC Asheville, N. C.
Elliott, Paul, KRNT Des Moines, Iowa
Elliott, Wendell, KGNO Dodge City, Kan.
Ellis, Girard D., Columbia Transcriptions—Div. of Columbia Records Inc., Chicago
Eppel, Raymond V., KORN Mitchell, S. D.
Esau, John, KTUL Tulsa, Okla.
Essex, Harold, WSJS Winston-Salem, N. C.
Evans, Charles N., Transcrion Sales Inc., Springfield, Ohio
Evans, C. Richard, KSL Salt Lake City, Utah
Evans, T. L., KCMO Kansas City, Mo.
Evans, Ralph, WOC Davenport, Iowa

F

Fantle, S. Jr., KELO Sioux Falls, S. D.
Fay, William, WHAM Rochester, N. Y.
Fee, William T., Employers Reinsurance Corp., Chicago
Felix, Edgar, DuMont Laboratories, Clifton, N. J.
Fellows, Harold E., WEEI Boston, Mass.
Ferguson, Robert W., WTRF Bellaire, Ohio
Fishburn, J. Rolston, Edward Petry & Co., Chicago
Fisher, Ben. S., attorney, Washington
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flambo, G. LaVerne, WQUA Moline, Ill.
Flanigan, E. Y., WSPD Toledo, Ohio
Fletcher, Frank U., WARL Arlington, Va.
Foster, John P., WJAC Johnstown, Pa.
Foster, R. D., KWTO Springfield, Mo.
Frechette, George T., WFHR Wisconsin Rapids, Wis.
Freeman, Charles M., WLS Chicago
Freidheim, Robert, World Broadcasting System, New York
Frost, Frank, KBON Omaha, Neb.
Fry, Paul, KBON Omaha, Neb.
Fulton, Harold, WHO Des Moines, Iowa

G

Gaines, Walt, WCPM Middlesboro, Ky.
Gamble, Edmund R., WBTA Batavia, N. Y.
Gaul, Raymond A., WRAW Reading, Pa.
Gibbens, Tom E., WAFB Baton Rouge, La.
Gilbert, Galen O., KGER Long Beach, Calif.
Gilbert, Janet A., Harold Cabot & Co. Inc., Boston
Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington
Gillin, John J. Jr., WOW Omaha, Neb.
Gluck, Earle J., WSOC Charlotte, N. C.
Goldman, Simon, WJTN Jamestown, N. Y.
Goodwin, Harry D., WNJR Newark, N. J.
Goodding, Kenneth D., KRES St. Joseph, Mo.
Goodman, Harry S., Harry S. Goodman Productions, New York
Gordon, K. S., KDTH Dubuque, Iowa
Grauel, Hugh, World Broadcasting System, New York
Green, Malcom, WVJS Owensboro, Ky.
Griffin, John, KTUL Tulsa, Okla.
Grisham, Charles, Edward Petry & Co., Atlanta
Grove, William C., KFBC Cheyenne, Wyo.
Gulick, J. Robert, WGAL Lancaster, Pa.
Gullickson, Charley, WDXB Chattanooga, Tenn.
Guyer, R. Sanford, WBTM Danville, Va.

H

Hagan, James A., WWNC Asheville, N. C.
Haigis, John W. Jr., WHAI Greenfield, Mass.
Haley, Andrew G., Haley, McKenna & Wilkinson, Washington
Hall, Edward E., CBS, New York
Hamilton, Ray V., Blackburn-Hamilton Co., San Francisco
Hanna, Robert B., WGY Schenectady, N. Y.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Harding, Donald, Edward Petry & Co., Chicago
Harkaway, Harvey, Standard Rate & Data Service, Chicago
Harms, William, Edward Petry & Co., Chicago
Harre, Arthur F., WJJD Chicago
Harris, Wiley P., WJDX Jackson, Miss.
Harrison, Austin A., KSWM Joplin, Mo.
Harrison, Gerald, WMAS Springfield, Mass.
Hartenbower, E. K., KCMO Kansas City, Mo.
Harlow, Ralph L., Broadcast Music Inc., New York
Hartley, Arnold B., WOV New York
Hassett, Emmett Jr., KROS Clinton, Iowa
Haverlin, Carl, Broadcast Music Inc., New York
Hawkins, Lloyd, KLTI Longview, Tex.
Heberer, Miles, State of New York Radio Bureau, Dept. of Commerce, Albany
Heminger, Harold H., WFIN Findlay, Ohio
Herman, Buell, Edward Petry & Co., Dallas, Tex.
Herold, Joseph, WOW-TV Omaha, Neb.
Higgins, Hugh M. P., WMOA Marietta, Ohio
Hirsch, Oscar C., KFVS Cape Girardeau, Mo.
Hoffman, Karl B., WGR Buffalo, N. Y.
Hoisington, Duane W., KAYS Hayes, Kan.
Holbrook, Charles S., WMOU Berlin, N. H.
Hollingbery, George P., George P. Hollingbery Co., Chicago
Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa
Holm, William, WLPO La Salle, Ill.
Holznecht, Glen R., WJPG Green Bay, Wis.
Honea, B. N., WBAP Fort Worth, Tex.
Hook, H. B., KGLO Mason City, Iowa
Hooper, C. E., C. E. Hooper Inc., New York
Hopkins, A. R., RCA Victor, Camden, N. J.
Hoskins, Cecil B., WWNC Asheville, N. C.
Hough, Harold, WBAP Fort Worth, Tex.
Huber, E. J., KTRI Sioux City, Iowa
Huffman, Harry E., KLZ Denver, Col.
Hull, Richard B., WOI Ames, Iowa
Hussman, Walter E., KAMD Camden, Ark.
Hyle, John F., Transcription Sales Inc., Springfield, Ohio

J

Jackson, A. H., Blaw-Knox Co., Pittsburgh, Pa.
Jacobs, Lee W., KBKR Baker, Ore.
Jadassohn, Kurt, SESAC Inc., New York
Jasper, Bernard W., WCSI-FM Columbus, Ind.
Jeffrey, John Carl, WIOU Kokomo, Ind.
Jensen, Ray V., KSAL Salina, Kan.
Jett, E. K., WMAR-TV Baltimore, Md.
Jones, George R., C. P. MacGregor Co., Hollywood
Jones, Ruth, Benton & Bowles Inc., New York
Johnston, Henry P., WSGN Birmingham, Ala.
Johnson, Les, WHBF Rock Island, Ill.
Johnstone, G. W., National Association of Manufacturers, New York
Jones, Robert B., Jr., KRMG Tulsa, Okla.
Jorgensen, Norman E., Krieger & Jorgensen, Washington

K

Kapner, Leonard, WCAE Pittsburgh, Pa.
Karns, Adna, Transcription Sales Inc., Springfield, Ohio
Kave, Sydney M., Broadcast Music Inc., New York
Keller, Bob, Robert S. Keller Inc., New York
Kelley, A. Boyd, KTRN Wichita Falls, Tex.
Kelley, F. J., WTSP St. Petersburg, Fla.
Kelley, Gaines, WFMY-TV Greensboro, N. C.
Kelly, Ewing C., KCRA Sacramento, Calif.
Kemp, William T., KVER Albuquerque, N. M.
Kercher, George, Edward Petry & Co., St. Louis
Kern, Dale E., KGAR Garden City, Kan.

(Continued on page 18)

SHOWS THAT SELL + X = $

Yes...X is the *new* Associated Program Merchandising Service

A complete modern package of unique (1) powerful **sales helps,** (2) dynamic **promotion aids,** and (3) profitable **merchandising tips.** Another ***plus value*** for all Associated library subscribers.

1 THE SHOW SELLER
... it sells shows

your own personalized sales presentation for *your* Associated shows. There is a special spot for *your* price quotation. Open the Associated Show Seller on your prospect's desk and follow the lead of this dynamic sales aid, a powerful "assist" to the closing of your contract. Each page emphasizes and points up your own sales pitch.

2 THE SHOW PROMOTER
... it builds audience

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter—there's one for each Show Seller—includes ad mats, publicity releases, teaser spots, star biographies, star glossies, streamers, carcard, mail stuffers, post card, window card and counter card layouts.

3 THE ASSOCIATED PROGRAM MANUAL
... it creates profits

a complete and continuing clearing house for profit-building sales ideas, program and production aids, talent news, special events coverage, and scores of other features of vital interest to radio Sales, Program, Publicity, and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE
A terrific NEW income-producing medium
from . . .

Associated THE BASIC **RADIO LIBRARY**

ASSOCIATED PROGRAM SERVICE ♪♪♪ 151 WEST 46th STREET ♪♪♪ NEW YORK 19, N. Y.

America's Oldest Farm Service Program Points to its Record . . . .

26 years of WLS Dinner Bell Time without one commercial announcement

737 ORGANIZATIONS SERVED IN ONE YEAR

Dinner Bell Time originated on WLS 26 years ago this week. It was—and is—a farm service program, to bring to farm people of the Midwest and of the Nation, information on matters of greatest value; assistance in any case where aid is needed; entertainment of the kind we know to be of greatest interest. It has always been broadcast at the noon hour most convenient to farm home listening—it is a purely sustaining service—in all its 26 years, it has never carried one minute of commercial advertising.

The 737 names listed here are the organizations and events Dinner Bell Time was privileged to serve in 1949—a powerful demonstration of what just one WLS program does for agriculture and community life in the wide area its clear channel signal penetrates.

Some of the 800 Indiana Rural Youth members listening to the special Dinner Bell broadcast and Prairie Farmer-WLS awards presentation at their annual meeting at Purdue University.

WLS DINNER BELL TIME SERVED THESE . . .

Aerial Crop Spraying Demonstration, Polo, Ill.
Ag Alumni Seed Improvement Association
Agri.-Industry Relations Committee, Ill. C. of C.
Alabama Farm Bureau Federation
Alamo (Indiana) Booster Club
Allen County, Indiana, Rural Youth
Allerton (Ill.) Lions Club
American Aberdeen Angus Breeders' Ass'n
American Bell Association
American Farm Bureau Federation
American Feed Manufacturers Ass'n
American Hereford Association
American Legion Auxiliary, Ludlow, Ill.
American Legion-Auxiliary, New Ross, Ind.
American Legion, V.F.W., and Hampshire (Ill.) Fire Dept.
American Legion Post 79, LeRoy, Ill.
Ames In-Cross Poultry Ass'n
Ancona (Ill.) Church of Christ.
Angus 4-H and FFA Calf Club Sale, Congerville
Apple Pie Baking Contest, Three Oaks, Mich.
Arkansas Farm Bureau Federation
Association of American Railroads
Badger Breeders Cooperative (Wis.)
Badger School District (Wis.)
Bardwell School, Aurora, Ill.
Barrington (Ill.) Music Club
Bartholomew County, Ind. Rural Youth
Battle Grown (Ind.) Community Ass'n, Inc.
Beaver District Firemen, Donovan, Illinois
Beech Grove Church of Christ (Ind.)
Beecher (Ill.) Volunteer Fire Department
Bensenville (Ill.) Rural Fire Department
Benton County (Ind.) Farm Bureau
Benton County (Ind.) 4-H Club Council
Benton County (Ind.) Home Bureau
Benton County (Ind.) Home Economics Club
Bertram Grade School, Bristol Sta., Ill.
Bethseda M. E. Church, West Terre Haute, Ind.
Big Rock Legion, Sugar Grove, Ill.
Big Rock (Ill.) Plowing Contest
Black Oak Grange, Chadwick, Illinois
Black Oak (Ind.) Volunteer Fire Department
Blackhawk (Ill.) Fire Fighters Association
Bond County (Ill.) Rural Youth
Boone County (Ill.) Farm Bureau
Boone County (Ill.) 4-H Federation
Bourbon (Ind.) Community Auction Sale.
Boyds' Grove (Ill.) M. E. Church
Braidwood (Ill.) Volunteer Fire Department
Brown Swiss Cattle Show, Cissna Park, Ill.
Brownville School, Fairbury, Illinois
Bureau County (Ill.) Chapter, Fed. of Sportsmen
Bureau County (Ill.) Flying Farmers
Bureau County Health Council
Bureau County Historical Society
Bureau County (Ill.) Home Bureau
Bureau County Rural Youth
Burnettsville (Ind.) Baptist Church
Burnettsville (Ind.) Methodist Church
Butler Grade School, Hinsdale, Ill.
California Twp. (Ind.) Farm Bureau
Cambridge (Ill.) Rural-Village Fire Depts.
Campton (Ill.) 4-H Club
Campus (Ill.) Methodist Church
Carroll County (Ill.) Farm Bureau
Carrol County (Ill.) Rural Youth
Cass County (Mich.) Center Building Fund.
Cass County, Ind. Rural Youth
Cass County (Ind.) Saddle Club
Cass County (Mich.) Swine Breeders' Ass'n
Cayuga (Ind.) Lions Club
Cedar Lake (Ind.) PTA
Center Township (Ind.) 4-H Club
Central Ill. Angus Breeders' Ass'n
Central Ill. Corn Belt Livestock Feeders' Ass'n
Central PTA, Peru, Indiana
Central (Wis.) Retail Feed Association
Chamber of Commerce, Rochelle, Ill.
Champaign County (Ill.) Conservation Feld Day
Champaign County (Ill.) Rural Chorus
Champaign (Ill.) Rural Youth
Chebanse (Ill.) Fire Department
Chicago Feeder Cattle Show & Sale
Chicago Junior Market Hog Show
Chicago Livestock Exchange
Chicago Union Stock Yards
Christian Church, Bangup, Indiana
Christian Church, Cayuga, Indiana
Christian Church, Ladoga, Indiana
Christian Church, Milford, Indiana
Christian County (Ill.) Rural Youth
Christian Youth Fellowship, Blue Mound, Ill.
Church of Christ, Kewanna, Indiana
Clark County (Ill.) 4-H Club
Club Merit Sheep Association
Columbia County (Wis.) Junior Swine Show
Commercial Spray Operators' Conf., Urbana, Ill.
Commissioner of Aeronautics
Community Auction, Millersburg, Ind.
Community Sale, Chatsworth, Illinois
Community Sale, West Point, Ind.
Como Grade School, Sterling, Ill.
Cook County (Ill.) Farm Bureau
Cook County Home Bureau
Cook County Vegetable Growers
Cook-DuPage Beekeepers' Ass'n
Corn Belt Hatcheries, Chicago Heights, Ill.
Corn Belt Hatcheries, Joliet, Illinois
Corn Belt Hatcheries, Waterloo, Iowa
Corn Belt Kids 4-H Club
Corn Belt Livestock Feeders' Assn
Corn Bread and Bean Festival, Oakland, Ill.
Cosmopolitan Club, Knox, Indiana
County Outlook Meetings in Indiana
Crain School, Woodford County, Ill.
Crawford County Industries, Illinois
CROP
Culver (Ind.) Lions Club
Cumberland Presbyterian Church, Bethany, Ill.
Custom Sprayers' School, University of Illinois
Dairy and Co-op Association, Wisconsin
Davis Hatchery, St. Elmo, Illinois
Daylight Saving Time in Indiana
Deer Creek (Ind.) 4-H Club
Deer Park Home Bureau, Ottawa, Ill.
Deer Park Twp. Consolidated School
DeKalb County (Ill.) Farm Bureau
DeKalb County Firemen's Association
DeKalb County Home Bureau
DeKalb County Rural Youth
District (Ind.) Social and Educational Director
Dodge County (Wis.) Cooperative Picnic
Dodge County Homemakers
Douglas County (Ill.) Livestock Outlook Meeting
Dried Milk Products Co-op, Eau Claire, Wis.
Dudley School, Edgar County, Illinois
DuPage County (Ill.) Farm Bureau
DuPage County Home Bureau
DuPage County Tuberculosis Association
DuPage Rural Youth Club
Duncan School, Geneseo, Illinois
East Dundee (Ill.) Fire Dept.
Easter Sunrise Service, Bald Knob, Ill.
Easter Sunrise Service, Lawrence County, Ill.
Eastern Ill. Fruit Growers' Ass'n
Edgar County Dairymen (Illinois)
Edgar County (Ill.) Farm Bureau
Edgar County Flying Farmers
Edgar County 4-H Clubs
Edgerton, Wisconsin Businessmen
Effingham (Ill.) Hospital Fund
Elkhart County (Ind.) Dairy Association
Elkhart County Farm Bureau
Elkhart County 4-H Heifer Sale
Elkhart County Holstein Association
Elkhorn (Wis.) Dairymen
El Paso (Ill.) Chamber of Commerce
Emanuel Lutheran Church, Thomasboro, Ill.
Equity Co-op Livestock Sales Ass'n Milwaukee, Wis.
Etna Township (Ind.) PTA
Eureka (Ill.) Community Association
Eureka (Ill.) Pumpkin Festival
Eureka Volunteer Fire Department
Fairbury (Ill.) 4-H Club
Fairfield Grange, Delavan, Wisconsin
Fairview (Ill.) Rural School
Fall Festival, Toledo, Illinois
Fancy Prairie (Ill.) PTA
Farm Film Foundation
Farm Folks Field Day, Madison, Wis.
Farm Sale, Leland, Illinois
Fayette County (Ind.) Rural Youth
Federated Church, Popular Grove, Ill.
Fire Prevention Week
First Baptist Church, Big Rock, Ill.
First Church of the Nazarene, Hoopeston, Ill.
Fithian (Ill.) Methodist Church
Flying Farmers' Field Day, Glenview, Ill.
Fond du Lac County Swine Breeders' Ass'n
Fontana (Wis.) Volunteer Fire Department
Ford County (Ill.) Contour Plowing Contest
Ford County 4-H Fair
Forrestion, Illinois, FFA
Fountain County (Ind.) Home Ec Clubs
4-H Auction Sale, Chatham, Ill.
4-H Club, Chebanse, Illinois
4-H Club Recognition Banquet, Moline, Ill.
4-H Club representative, Wonder Lake, Ill.
4-H Clubs of Sherburnville Boosters, Grant Park Lucky Leaves, and Summer Crossroads, Memence, Ill.
Fox and Foxhound Protective Ass'n, Pana, Ill.
Fox Drive, New City, Illinois
Fox River Valley (Wis.) Co-op Wholesale
Fox Valley Amateur Movie Club, Yorkville, Ill.
Frank Grade School, Hoopeston, Ill.
Frankfort (Ind.) Lions Club
Frankfort (Ind.) Public School
Frankton (Ind.) PTA
Fruit Tree Pruning Demon., Porter County, Ind.
Fulton County, Ind. 4-H Auction
Fulton County (Ill.) Rural Youth
Fulton County (Ind.) Rural Youth
FFA, Buchanan (Mich.) Business Ass'n, Amer. Leg.
Future Farmers of America, Oshkosh, Wis.
Future Homemaker Demon. Contest, Montello, Wis.
Galena (Ill.) Antique Exhibit and Tea
Gary (Ind.) Volunteer Fire Department
Geetingsville (Ind.) Presbyterian Church
General Federation of Women's Clubs (Ind.)
Georgetown (Ill.) Community Cantata
Gibson City (Ill.) Community Sale
Gibson County (Ind.) 4-H Club
Gibson County (Ind.) Home Demonstration Agent
Gibson County, Ind. Rural Youth
Gilman (Ill.) Garden Club
Glenwood (Ill.) School for Boys
Goodwill Household Science Club, Sheldon, Ill.
Grain Elevator Management School, Bloomington, Illinois. (State Board for Vocational Education and Country Grain and Feed Institute)
Grant County Holstein Breeders, Wis.
Grant Park (Ill.) Methodist Church
Grass Silage Demon., McHenry County, Ill.
Grass Silage Field Day, Alden, Ill.
Grundy County (Ill.) Soil Conservation Week
Hamlet (Ind.) Lions Club
Happy Homemakers Club, Headlee, Ind.
Happy Hustler Class, Antioch, Ill.
Harvard (Ill.) FFA
Harvard (Ill.) Milk Day
Hatchery School, Purdue University
Hay Drying-Handling Demonstration, Streator, Ill.
Henry County (Ill.) Farm Bureau
Henry County (Ill.) 4-H and FFA
Henry County Home Bureau, Ill. Valley Electric Cooperation, and the electrical appliance dealers of Cambridge, Ill.
Henry County (Ill.) Junior Feeder Calf Sale
Henry County Marketing Association
Henry County Music and Drama Festival, (Weller Home Bureau, Burns Grange, Rural Youth)
Hickory Point Community and School Reunion
High School, Champaign, Illinois
Hillpoint Co-op Dairy, Rock Springs, Wis.
Hillside School, Milwaukee, Wis.
Hobart (Ind.) Boy and Girl Scouts
Holstein-Friesian Ass'n of America
Holstein-Friesian Breeders of Ind.
Home Bureau Units, Mason County, Ill.
Homecoming, Willow Hill, Ill.
Home Coming-Cheese Day, Tampico, Ill.
Home Grounds Planning Tour, Edgar County, Ill.
Homer (Ill.) Community High School
Hoosier 4-H Clubs Adult Leaders' Training Schools
Hoosier Hampshire Swine Breeders Ass'n
Hoosier Picnic, Bloomington, Ill.
Hoosier Tomato Festival, Bluffton, Ind.
Howard Delaney Farm Sale, Aurora, Ill.
Illinois Agricultural Association
Illinois Association for the Crippled
Illinois Association of Fire Protection Districts
Illingis Association of FFA
Illinois Brown Swiss Breeders' Association
Illinois Arthritis and Rheumatism Foundation
Illinois Department of Agriculture
Illinois Dept. of Registration and Education
Illinois Farm and Home Week
Illinois Farm Supply Company
Illinois Feed Association
Illinois Flying Farmers
Illinois Fruit Growers Exchange
Illinois Guernsey Breeders' Association
Illinois Holstein Association
Illinois Home Bureau Federation
Illinois Jersey Cattle Club
Illinois Jersey Parish 6
Illinois Lumber and Material Dealers' Association
Illinois Poultry Improvement Association
Illinois Purebred Dairy Cattle Association
Illinois Purebred Sheep Breeders' Association
Illinois Rural Cultural Arts Tour to Europe
Illinois Shorthorn Breeders' Association
Illinois State Beekeepers' Association
Illinois State Department of Agriculture
Illinois State Detective Association
Illinois State Fair
Illinois State Horticultural Society
Illinois State Turkey Growers' Association
Illinois Swine Herd Improvement Association
Immanuel Luthern Sewing Circle, Dundee, Ill.
Indian Trail Grange No. 2361, Lowell, Ind.
Indiana Agricultural Conference
Indiana Association of FFA
Indiana Bankers Short Course
Indiana Beekeepers Meeting
Indiana Brown Swiss Breeders' Association
Indiana Canners and Fieldmen's Conference
Indiana Cattle Feeders Association
Indiana Cattle Feeders' Day, Purdue University
Indiana Department of Agriculture
Indiana Farm Bureau
Indiana Farm Machinery Association
Indiana Farm Management Tour
Indiana Feed Association
Indiana Flying Farmers
Indiana Firemen's Association
Indiana 4-H Club Roundup
Indiana 4-H Junior Leader Training Conference
Indiana Hampshire Sheep Association
Indiana Home Economics Association
Indiana Muck Crop Field Day
Indiana Muck Crop Show
Indiana Rural Youth
Indiana Sheriffs' Association
Indiana Soil Conservation District Supervisors
Indiana State Conservation Department
Indiana State Dairy Association
Indiana State Fair Board
Indiana State Highway Department
Indiana State Police
Indiana Tamworth Swine Breeders' Association
Interdenominational Christian Young People
International Dairy Exposition
International Live Stock Exposition
Iowa State College
Iroquois County (Ill.) Home Bureau
Iroquois County (Ill.) Rural Youth
Jackson County, Ind.) Rural Youth
Jasper County (Ind.) Farm Bureau
Jasper County (Ind.) Rural Youth
Jeff-Rich (Ind.) Home Economics Club
Jersey County (Ill.) Farm Bureau
Johnson Township (Ind.) Home Economics Club
Jolly Workers 4-H Club, Kingston, Wis.
Junior 4-H Fair, Dousman, Wis.
Junior Misses 4-H, Plymouth, Ind.
Kane County (Ill.) Farm Bureau
Kane County (Ill.) 4-H Federation
Kane County (Ill.) Rural Youth
Kane-DeKalb (Ill.) Beekeepers Association
Kankakee County (Ill.) 4-H Club
Kendall County (Ill.) Farm Bureau
Kendall County (Ill.) 4-H Club
Kendall County (Ill.) Home Bureau
Kendall County (Ill.) Public Health Council
Kenosha County (Wis.) Farm Bureau

XUM

Knox (Ill.) Grade School
Kostridge (Ill.) Grade School
Kewanee (Ill.) Hog Days Festival
Knox County (Ill.) Rural Youth
Knox County (Ind.) Rural Youth
Knox School, Mason City, Ill.
Kosciusko County (Ind.) Guernsey Sale
Kosciusko County Rabbit and Cavy Breeders' Ass'n
Lafayette County (Wis.) Farm Bureau
Lafayette County (Wis.) 4-H Council
Lake County (Ill.) Fair
Lake County (Ind.) Farm Bureau
Lake County (Ill.) Farm Bureau
Lake County (Ind.) Fruit Growers
Lake County (Ind.) Home Economics Chorus
Lake County (Ill.) Firemen's Association
Lake Hills (Ind.) Volunteer Fire Department
Lake Tech High School, Chicago
Lake Village (Ind.) Grange
LaSalle County (Ill.) Dairy Day
LaSalle County (Ill.) Farm Bureau
LaSalle County (Ill.) Home Bureau
LaSalle County (Ill.) Rural Youth
Lee County Rural Youth
Leisurecraft and Counseling Camp, Merom, Ind.
Leisure Hour 4-H Club, Toulon, Ill.
Leiters Ford (Ind.) Methodist Parsonage
Lone Church, Prophetstown, Ill.
Libertest Garden Club, Geneva, Ind.
Lincoln Junior High School, Park Ridge, Ill.
Lions Club, Conservation Club, and American Legion, Francesville, Ind.
Lions Club and Women's Club, Franklin Grove, Ill.
Lions Club, Fithian-Oakwood, Ill.
Littlefield Township Unit School, Alanson, Mich.
Livestock and Meat Board
Livingston County (Ill.) Farm Bureau
Livingston County 4-H Club
Livingston County Home Bureau
Local Leaders' Training School, Toulon, Ill.
Lockport (Ill.) Grade School
Lodi (Wis.) Fair
Lord's Acre Harvest Festival, Frankton, Ind.
Lowell (Ind.) Volunteer Fire Department
Lyn-Dement (Ill.) Home Bureau Unit
Macon County (Ill.) Rural Youth
Macoupin County (Ill.) Rural Youth
Malta (Ill.) Fire Department
Manlius (Ill.) FFA
Manny (Ill.) Grade School
Maple Syrup Festival, Vermontville, Mich.
Marshall County (Ind.) Rural Youth
Marydale Dairy Farm, LaFox, Ill.
Mason County (Ill.) Farmers' Institute
Mentone (Ind.) Egg Show
Mercy Free Dispensary, Chicago
Methodist Church, Chrisman, Ill.
Methodist Church, Manteno, Ill.
Methodist Church, Villa Grove, Ill.
Methodist Church, Wyanet, Ill.
McGill School, Mecosta County, Mich.
McHenry County (Ill.) Farm Bureau
McLean County (Ill.) Rural Youth
Menard County (Ill.) Soil Conservation District
Men's Work, Church of the Brethren, Northern Ind.
Mercer County (Ill.) Farm Bureau
Merchants and Banks, Valparaiso, Ind.
Merrymakers Club, Fairbury, Ill.
Miami (Ind.) Communities
Miami County (Ind.) 4-H Club
Michigan Asparagus Growers' Association
Michigan Association of FFA
Michigan Fruit Sponsors
Michigan State College
Michigantown (Ind.) Community Fair
Michigantown (Ind.) Cub Scouts
Middletown (Ill.) Presbyterian Church
Milking Shorthorn Breeders
Milwaukee County (Wis.) Farm Bureau
Milwaukee County Home Demonstration Agent
Monroe County (Ind.) Fall Festival
Monroe (Ind.) Evangelical U. B. Church
Morgan-Scott Home Bureau, Jacksonville, Ill.
Mothers of World War II, Wyatt, Ind.
Morris (Ill.) Methodist Church
Mt. Zion (Ill.) Woman's Club
Mukwonago (Wis.) Kiwanis Club
Mundelein and Countryside (Ill.) Fire Depts.
Music-Drama District Festivals (Ill.)
Muskegon County (Mich.) PTA Council
Naperville (Ill.) FFA
National Agricultural Aviation Conference
National Apple Week
National Ayrshire Breeders' Association
National Dairy Cattle Congress
National Farm Safety Week
National Feed Industry Show
National 4-H Club Week
National Grange, Washington, D. C.
National Livestock and Meat Board
National Red Poll Cattle Club
National Safety Congress
National Safety Council
National Soil Conservation Field Day
National Sweet Corn Festival
Neponset (Ill.) Boys' Club
New Elliott (Ind.) Home Economics Club
New Glarus (Wis.) High School
Newark-Beloit (Wis.) 4-H Clubs
Newark (Ill.) Grade School
Newark (Ill.) Woman's Club
Newman (Ill.) Kiwanis Club
Newton County (Ind.) Farm Bureau
Newton County (Ind.) Farmers and Homemakers
Newton County (Ind.) 4-H Club
Newton County (Ind.) Harvest Home Sunday
Newton County (Ind.) Hobby Show
Newton County Home Economics Association
Noble County (Ind.) Rabbit Breeders' Association
Noble County (Ind.) Rural Youth
North Central States Poultry Breeding Project
North Cook County (Ill.) Rural Youth
Northern Indiana Muck Crop Show
North Judson (Ind.) PTA
Oak Grove (Ill.) Rural School
Oak Ridge (Ill.) School
Office of Public Instruction (Ill.)
Ogle County (Ill.) Farm Bureau
Ogle County (Ill.) Pomona Grange
Ogle County Rural Youth
Ohio State University
Oklahoma A. & M. College
Oklahoma Farm Bureau Federation
Old Seminary Campus, Green Hill, Ind.
Old Settlers' Reunion, Bristol, Ill.
Onward (Ind.) Home Economics Club
Oregon Farm Bureau Federation
Orion (Ill.) Post No. 255, American Legion
Orland Park (Ill.) Fire Department
Orland Park (Ill.) Post 526, American Legion
Osco (Ill.) 4-H Hustlers Party
Osman (Ill.) Lutheran Hall
Outlook Meetings in Indiana
Oxford (Ind.) Methodist Church
Palo Alto County (Iowa) Farm Bureau
Pana (Ill.) Sportsman Club
Pancake Festival, Villa Grove, Ill.
PTA, Bartlett, Illinois
PTA, Broadlands, Illinois
PTA, Cedar Lake, Indiana
PTA, Frankton, Indiana
PTA, Mahomet, Illinois
PTA, Tinley Park, Illinois
Pasture Improvement Meeting, Andover, Ill.
Pasture Tours, Muskegon County, Mich.
Pattonsburg Christian Church, Toluca, Ill.
Paynes Point (Ill.) 4-H Club
Perry County (Ill.) Rural Youth
Perry Township (Ind.) Home Economics Club
Pine Creek (Ill.) Christian Church
Pine Township (Ind.) Farmers Institute
Pingree Grove (Ill.) Volunteer Fire Department
Pittsville (Wis.) Chamber of Commerce
Pittsville (Wis.) Fire Department
Platteville (Wis.) State Teachers College
Pleasant Grove (Ind.) Grange
Pleasant View (Ill.) Volunteer Fire Department
Polio Benefit, Hebron, Ill.
Polio Fund
Portage (Ind.) Home Economics Club
Portland Mills (Ind.) Christian Church
Porter County (Ind.) Farm Bureau
Porter County (Ind.) 4-H Fair
Porter County (Ind.) Mobile X-Ray Unit
Porter County (Ind.) Protective Association.
Porter County (Ind.) Rural Youth
Porter (Ill.) Grade School
Poultry Breeding School, Purdue University
Prairie Farmer Land Church Fly-In, Midway, Ill.
Prairie School, Williamsville, Ill.
Pre Camp Ellis Land Owners and Local Citizens, Table Grove, Ill.
Pre Parvulis Club, St. Bridget Church, Hobart, Ind.
Project for testing animals and people for brucellosis infection, Lake County, Ind.
Pruning and Spraying Demonstration
Public Libraries of Southeastern Wisconsin
Pulaski County (Ind.) Farm Bureau
Purdue University, Lafayette, Ind.
Pure Milk Association
Racine Milk Producers Co-op Association
Rankin Methodist Church, Rantoul, Ill.
Red Cross
Remington (Ind.) Soybean Show
Reynolds (Ill.) Home Bureau
Richmond (Ind.) District Angus Breeders' Ass'n
Ridge Chapel, Piper City, Ill.
Riemensnider's Gardens, Sandwich, Ill.
Riley Grange, Marengo, Ill.
Ringwood Church, Ringwood, Ill.
River Falls (Wis.) Co-op Creamery
Riverdale (Ill.) Grade School
Rochelle (Ill.) Chamber of Commerce
Rochester (Ill.) Athletic Club
Rochester (Ill.) Legion Post
Rock County (Wis.) Farm Bureau
Rock County (Wis.) Tuberculosis Association
Rock Island (Ill.) County Rural Youth
Rock River Volunteer Firemen's Association and Blackhawk Firefighters' Association (Ill.)
Rosecrans School (Wis.)
Royal Canadian Mounted Police
Royal (Ill.) Home Bureau Unit
Rural Life Sunday Observance
Rural School Bands, Lacon, Ill.
Rural Youth, St. Charles, Ill.
Rural Youth, Woodstock, Ill.
St. John's Evangelical and Reformed Church, Stearleyville, Ind.
St. Joseph County (Ind.) Rural Youth
Salem Church of the Brethren, Knox, Ind.
Salem Community Club, Dalton City, Ill.
Salem School Community Club, Decatur, Ill.
Salt Creek-York Center (Ill.) Community Groups
Sandhills Cattle Association (Nebr.)
Sandwich (Ill.) Sportsmen's Club
Sangamon County (Ill.) Farm Bureau
Santa Anna WSCS, Argos, Ind.
Sauerkraut Day, Forreston, Ill.
Sauk County (Wis.) Holstein Breeders
Saybrook (Ill.) American Legion and Auxiliary
Schererville (Ind.) Home Economics Club
Scott Grade School, Lisbon, Ill.
Scott Lambert Post 415, American Legion
Serena (Ill.) Volunteer Firemen
Shabbona (Ill.) Congregational Church
Shelby County (Ill.) Home Bureau
Shelby County Livestock Marketing Association
Sheldon (Ill.) Community Get-Together
Sheriff, Allen County, Indiana
Sheriff, Delaware County, Indiana
Sheriff, Knox County, Indiana
Sheriff, Lake County, Indiana
Sheriff, Wayne County, Indiana
Shopiere (Wis.) PTA
Shorthorn Breeders' Association
Sidney (Ill.) Methodist Church
Soft Red Wheat Field Day, Ind.
Soils and Crops Meeting, Edwardsville, Illinois
South Wayne (Mich.) Chapel and Hospital Fund
S'eastern and Dist. 4-H Fat Steer Show and Sale
Southern Illinois Picnic
Southern Lake County (Ind.) Farmers' Institute
Southern Reunion, Remington, Ind.
Southwest Indiana Wheat Improvement Contest
Spastic Paralysis Aid Foundation
Star City (Ind.) Flower Show
Stark County (Ill.) Farm Bureau
Stark County 4-H Club
Stark County Home Bureau
Stark County Rural Youth
Stark County Soil Conservation Day
Stark County Sports Festival
Stark County Tulip Trip
Stark County Young Married People's Club
Starke County (Ind.) Farm Bureau
Starke County (Ind.) 4-H Club
Starke County (Ind.) Rural Youth
Steam Eng. and Threshermen's Reunion, Pontiac, Ill.
Steer Sale, Wis. State Fair
Stevens School, Summum, Ill.
Stillman Valley (Ill.) FFA
Stockton (Ill.) Lions Club
Streator (Ill.) Hobby Show
Strike of milk drivers, Chicago
Sturtz Grade School, Rock Falls, Ill.
Sugar Grove (Ill.) Teen-Agers Club
Sunny Ridge School, Raritan, Ill.
Suydam Methodist Church, Leland, Ill.
Swayzee (Ind.) Lions Club
Talladay Farms (Mich.) Field Day
Tampico (Ill.) Lions Club
Tazewell County (Ill.) Rural Youth
Tibbar Rabbit Club of Chicago
Tippecanoe County (Ind.) Farm Bureau
Tippecanoe County (Ind.) 4-H Club
Tomato Grading Refresher Course, Ind.
Topping's Corners (Wis.) School
Tractor Maintenance School, Purdue
Trail Riders, Inc., Moline, Ill.
Travelaire Day Camp, Chicago
Tree Planting Demonstration, Corydon, Ind.
Troy Center (Wis.) Mothers' Club
Tuberculosis Institute of Cook County
Tulip Time Festival, Holland, Mich.
Turtle Grange, Rock County, Wis.
Tyner (Ind.) School
Union (Ill.) Fire Department
Union Stock Yard & Transit Co., Chicago
Union Township (Ind.) Music Boosters
United Fresh Fruit and Veg. Ass'n Con., Chicago
U. S. Army
U. S. Department of Agriculture
University of Illinois
University of Illinois College of Agriculture
University of Illinois College of Pharmacy
University of Kentucky
University of Nebraska
University of Wisconsin
Valley High School, Fairview, Ill.
Valparaiso (Ind.) High School Band Parents
Van Buren County (Mich.) Dairy Day
Vandalia, Indiana FFA
Vermillion (Ill.) County 4-H Club
Vermilion County (Ill.) Home Bureau
Wagner-Davis Legion, Roberts, Ill.
Walnut Township Schools, Argos, Ind.
Ward School, Eagle, Wis.
Warren County (Ind.) Home Economics Corp.
Washington County, Ind. Rural Youth
Washington Twp., (Ind.) Home Economics Club
Washington (Ind.) Twp School
Waterford (Ind.) Church
Waterford Ind. Community Methodist Church
Waubonsie (Ill.) Rural School
Waynestown (Ind.) Community Horse Show
Waynetown (Ind.) Merchants Association
Wayne-White Counties (Ill.) Electric Co-op.
Weed-Killing Day, Walkerton, Ind.
Wesley Sportsmen's Club, Wilmington, Ill.
West Central Illinois Polled Shorthorn Breeders
West Jersey (Ill.) Community Consolidated School
W. Sub. Rabbit Breeders' Ass'n Show, Berwyn, Ill.
Wethersfield Twp. Unit, Henry County Farm Bureau
Wheatland Plowing Match, Plainfield, Ill.
Wheat Imp. Ass'n of S'west Ind. and S'west, Ill.
Wheaton (Ill.) Antique and Hobby Show
Whipperwill Ladies Aid, Argos, Ind.
White Oak (Ind.) Methodist Church
Whiteside County (Ill.) Rural Youth
White Willow (Ill.) Grade School
Will County (Ill.) Farm Bureau
Will County (Ill.) Home Bureau
Will County (Ill.) Rural Chorus
Will, Grundy, Kendall County Beekeepers' Ass'n
Willowdale Grange, Fairdale, Ill.
Windbreak Demon., Henry Co. (Ill.) FFA and 4-H
Winfield (Ill.) Fire Department
Winfield Grange, Crown Point, Ind.
Winnebago County (Ill.) Farm Bureau
Wisconsin Anti-Tuberculosis Association
Wisconsin Association of FFA
Wisconsin Cheese Makers Ass'n
Wisconsin Conservation Department
Wisconsin Coop. Wool Growers' Association
Wisconsin Council of Agriculture
Wisconsin Department of Agriculture
Wisconsin Farm and Home Week
Wisconsin FHA
Wisconsin 4-H Clubs
Wisconsin FFA Board of Directors
Wisconsin Fur Breeders Association
Wisconsin Holstein Breeders' Association
Wisconsin Livestock Breeders' Association
Wisconsin Office of Public Instruction
Wisconsin Milking Shorthorn Breeders' Association
Wis. State Board of Voc. and Adult Education
Wisconsin Department of Agriculture
Wisconsin Division of Markets
Wisconsin State Fair
Wisconsin State Gladiolus Society
Wolcott (Ind.) High School
Woodford County Rural Youth (Ill.)
Woodland Improvement Demonstration, Industry, Ill.
Woodland Mngt. Meeting (Edgar Co. Farm Bureau)
Wyanet (Ill.) Methodist Church
Young America School, Delphi, Ind.
Young Married Group, Stark Co., Ill.
Young Married People's Class, Prairie Chapel Congregation, Farmer City, Ill.

. . . . 737 GROUPS OR BIG EVENTS IN 1949

WLS Dinner Bell Time has originated at the annual meetings of the Wisconsin Council of Agriculture for half a dozen years. Here are the outstanding men in Wisconsin agriculture, grouped at the 1949 Dinner Bell broadcast. Milo K. Swanton, Executive Secretary of the Council, stands second from right; Dean Randolph K. Froker of the Wisconsin College of Agriculture, stands fourth from left.

Officers of the Illinois Lumber and Materials Dealers' Association, following Dinner Bell broadcast from their convention. Says Association President James L. Watson (second from left): "Thank you for the courtesy of appearing on your program. I have had a number of reactions from listeners."

Oscar A. Swank, Executive Vice President, International Dairy Exposition (left, with Arthur C. Page, WLS Farm Program Director), says: "I just want to express my appreciation for the great help of you folks in getting the International Dairy Exposition going. For those of us in the agricultural field, I think your Dinner Bell has the finest possible audience for important educational messages."

• Charles B. Shuman, President, Illinois Agricultural Association, says, "Ever since my boyhood days in Moultrie County, Illinois, I have been a WLS follower. With this start, it is only natural that I turn to WLS and Dinner Bell Time when I want to talk to our 175,000 Illinois Agricultural Association members—I know they're listening."

• Les Boyd, Director Publicity and Exhibits, Michigan Fruit Sponsors: "I wish to thank you in behalf of the Michigan Fruit Sponsors and the Twin City Chamber of Commerce, for the time given by your station on the Blossom broadcast."

CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS The PRAIRIE FARMER STATION CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Kern, George, Benton & Bowles Inc., New York
Kerrigan, Jack, WHO Des Moines, Iowa
Kiggins, Keith, Edward Petry & Co., New York
King, Art, BROADCASTING-TELECASTING
Knodel, J. W., Avery-Knodel Inc., Chicago
Kobak, Edgar, WTWA Thomson, Ga.
Koerper, Karl, KMBC Kansas City, Mo.
Korsmeyer, E. J., WLDS Jacksonville, Ill.
Kramer, Worth, WJR Detroit, Mich.
Kynaston, Don D., WMBD Peoria, Ill.

L

Lackey, F. Ernest, WHOP Hopkinsville, Ky.
Laird, Ben A., WDUZ Green Bay, Wis.
La Marque, J. W., Graybar Electric Co. Inc., New York
Lancaster, W. Hanes, Jr., WJHL Johnson City, Tenn.
Land, Thomas S., WROY Carmi, Ill.
Lane, Howard, WJJD Chicago
Lanford, T. B., KRMD Shreveport, La.
Langlois, C. O., Sr., and Langlois, John D., Lang-Worth Feature Programs Inc., New York

Advance Registration, NAB Management Conference

(Continued from page 14)

Laubengayer, R. J., KCAL Salina, Kan.
Leake, James C., KTUL Tulsa, Okla.
Lenwell, Leroy W., KBRL McCook, Neb.
LePoidexin, Harry R., WRJN Racine, Wis.
Levi, Winfield, BROADCASTING-TELECASTING
Linder, H. W., KWLM Willmar, Minn.
Lindsay, Merrill, WSOY Decatur, Ill.
Link, Linder, Link Motor Supply Co., Springfield, Mo.
Litteral, Ron, KLYN Amarillo, Tex.
Little, Lee, KTUC Tucson, Ariz.
Lohnes, Horace L., Dow, Lohnes & Albertson, Washington
Long, Maury, BROADCASTING-TELECASTING
Lown, Bert, Associated Program Service, New York
Lovet, Paul A., WHO Des Moines, Iowa
Luce, James O., Jr., J. Walter Thompson Co., New York

M

Manship, Douglas L., WJBO Baton Rouge, La.
Marget, Manuel M., KVOX Moorhead, Minn.
Marks, Leonard H., Cohn & Marks, Washington
Marlin, Albert, Broadcast Music Inc., New York
Marquardt, Maynard, World Broadcasting System, New York
Martin, A. F., WKPT Kingsport, Tenn.
Martin, Joseph, WLW Cincinnati, Ohio
Martin, Joseph, WDSC Dillon, S. C.
Mason, R. H., WPTF Raleigh, N. C.
Mason, Robert T., WMRN Marion, Ohio
Mathiot, J. E., WGAL Lancaster, Pa.
Mayborn, Frank W., KTEM Temple, Tex.
Megargee, Miss Madge A., WGBI Scranton, Pa.
Megargee, Mrs. Madge E., WGBI Scranton, Pa.
Mercer, Donald J., RCA Victor Div., New York
Mertz, Wm. M., Jr., C. P. MacGregor Co., Chicago
Meyer, Al G., KMYR Denver, Col.
Meyer, F. W., KMYR, Denver, Col.
Michelson, Charles, Charles Michelson Transcriptions Inc., New York
Midgley, C. E., CBS, New York
Miller, Harold E., WGAL Lancaster, Pa.
Miller, Lowell A., KFAB Omaha, Neb.
Miller, Neville, Miller & Schroeder, Washington
Miller, Paul, WWVA Wheeling, W. Va.
Mitchell, L. S., WDAE Tampa, Fla.
Monaghan, Frank W., WGBI Scranton, Pa.
Morency, Paul W., WTIC Hartford, Conn.
Morton, J. Archie, KJR Seattle
Mosby, A. J., KGVO Missoula, Mont.
Murphy, Edward V., KLRA Little Rock, Ark.
Murphy, John T., WLWT (TV) Cincinnati
Murphy, Kingsley H., KSO Des Moines, Iowa
Myers, Frank O., KCMC Texarkana, Tex.
McCollough, Clair R., WGAL Lancaster, Pa.
McConnell, James V., NBC, New York
McCoy, Arthur H., Avery-Knodel Inc., New York
McCurnin, L. L., KAUS Austin, Minn.
McDonald, Patt, WHHM Memphis, Tenn.
McGovern, S. H., KSO Des Moines, Iowa
McIntosh, Robert J., WJPS Evansville, Ind.
McKay, R. M., Jr., WKRM Columbia, Tenn.
McKenna, James A., Jr., Haley, McKenna & Wilkinson, Washington
McKinney, W. N., KELD El Dorado, Ark.
McTigue, Harry, WINN Louisville, Ky.

N

Nasman, Leonard E., WFMJ Youngstown, Ohio
Neary, John F., Lehigh Structural Steel Co., New York
Neely, Hal. G., Allied Record Manufacturing Co., Hollywood
Nelson, Linnea, J. Walter Thompson Co., New York
New, John W., WTAR Norfolk, Va.
Newcomb, Harold J., WRJN Racine, Wis.
Newens, William J., KOIL Omaha, Neb.
Nichols, Horace W., WHAI Greenfield, Mass.
Nolte, Vernon A., WHIZ Zanesville, Ohio
Nord, Evans, KELO Sioux Falls, S. D.
Nostrand, Lew Van, WMT Cedar Rapids, Iowa
Nunn, Gilmore N., Nunn Stations, Lexington, Ky.

O

O'Connell, John J., Associated Program Service, New York
Olin, Bruff, W., Jr., WQUA Moline, Ill.
Oliphant, Paul, WLAC Nashville, Tenn.
Olson, H. O., Collins Radio Co., Cedar Rapids, Iowa
Outler, John M., Jr., WSB Atlanta, Ga.
Owings, Dorsey, Broadcast Music Inc., New York

P

Page, Allan, KSWO Lawton, Okla.
Palmer, D. D., WHO Davenport, Iowa
Parker, Ken, SESAC Inc., New York
Pattee, Linwood, Broadcast Music Inc., New York
Paul, Sol, BROADCASTING-TELECASTING
Peden, Katherine, WHOP Hopkinsville, Ky.
Pellegrin, Frank E., KSTL New York
Pengra, Marshall H., WATO Oak Ridge, Tenn.
Peterson, C. B., The Branham Co., Chicago
Peterson, Edwin R., Keystone Broadcasting System Inc., Chicago
Petry, Edward, Edward Petry & Co., New York
Pett, Lewis, E., DuMont Laboratories, Clifton, N. J.
Phillips, C. F., WFBL Syracuse, N. Y.
Pinkerton, Jane, BROADCASTING-TELECASTING
Pittman, Chas, W., WBML Macon, Ga.
Potter, Ben H., WHBF Rock Island, Ill.
Potter, David, WNAE Warren, Pa.
Pratt, D., RCA Victor, Camden, N. J.
Pratt, Robert L., KGGF Coffeyville, Kan.
Prejean, Louis S., WAFB Baton Rouge, La.
Pryor, Emerson J., WDVA Danville, Va.
Pyles, Richard L., WCSI-FM Columbus, Ind.

Q

Quaal, Ward L., Clear Channel Broadcasting Service, Washington
Quarton, William B., WMT Cedar Rapids, Iowa

(Continued on page 20)

WAKE UP

Your Farm Sales in KANSAS

Use the station that's the overwhelming favorite* with Kansas farm families —WIBW.

Sales results will amaze you because WIBW does a *double selling job.*

In addition to piling up sales in the prosperous farm market, WIBW "goes to town" in setting up new sales records among those agriculturally-minded communities with a population below 10,000—towns which make up 82% of the state's urban population.**

No wonder advertisers say, "WIBW is the most powerful selling medium in Kansas."

** Kansas Radio Audience 1949* *** Consumer Markets 1949-50*

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM
C B S

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

REVENUE?

is your F.M. station producing

Transit Radio is now under contract in 23 American cities. Many more are negotiating now. If Transit Radio is still open in your community, these facts will interest you:

1. TR gives the riders of public transportation a program they like. Surveys, uniformly conducted in major markets, show that 8 out of 10 riders like TR, the ninth is indifferent and only a small fraction objects. This is a remarkably high acceptance, as people never agree 100 percent on anything.

2. TR helps the transit company provide good and economical service by giving it a source of income in addition to fares. This is in the public interest.

3. TR gives the entire community the advantage of FM radio by supporting one or more FM radio stations, and the programs broadcast to buses and streetcars are received in homes, hotels, restaurants and elsewhere.

4. TR makes it possible for the drivers of buses and streetcars to know how best to meet emergencies, whether fires, storms or other disasters.

Thanks to Transit Radio, frequency modulation radio is given a new lease on life. It now bids fair to put FM in a secure place beside its older sister AM radio and TV.

Transit Radio offers to millions of Americans who prefer to use public transportation a radio service superior to that available in private cars.

The large audience in public transportation vehicles is more than adequate to produce good advertising revenue. There's an important plus FM audience in homes, factories and public places. Thus, the Transit Radio audience is sufficient to erect a firm financial foundation under at least one FM station in smaller communities and several FM stations in larger communities. We invite your inquiry regarding this exciting medium.

AVAILABLE IN ALL THESE MARKETS:

WFMZ, Allentown, Pa.
WMAR-FM, Baltimore, Md.
WBUZ, Bradbury Heights, Md. (and suburbs of Wash., D. C.)
WCTS, Cincinnati, Ohio and Covington, Ky.
KCBC-FM, Des Moines, Ia.
WMLL, Evansville, Ind.
WAJL-FM, Flint, Mich.
KPRC-FM, Houston, Tex.
WPLH-FM, Huntington, W. Va.
WJHP, Jacksonville, Fla.
KCMO-FM, Kansas City, Mo.
KBON-FM, Omaha, Neb.
WKJF, Pittsburgh, Pa.
KXOK-FM, St. Louis, Mo.
KTNT, Tacoma, Wash.
WTOA, Trenton, N. J.
WIBW-FM, Topeka, Kans.
WWDC-FM, Washington, D. C.
WIZZ, Wilkes-Barre, Pa.
WGTR-FM, Worcester, Mass.
Minneapolis-St. Paul

transit radio, INC.
New York, 250 Park Ave.
Chicago, 35 E. Wacker Dr.
Cincinnati, Union Trust Bldg.

MR. ADVERTISER . . . MR. TIMEBUYER

495 sponsors are already using Transit Radio. An imposing array of authenticated, documented case histories have taken Transit Radio out of the "experimental" stage and established it as a remarkable new medium that sells merchandise and delivers superior results at lower cost.

(a) A growing list of leading national advertisers using this new medium with conspicuous success—Miles Laboratories; Bristol-Myers; Swift & Co.; Fanny Farmer Candy Shops; Manhattan Soap Co.; Whitehall Pharmacal Co., and others.

(b) Many of the leading national advertising agencies are recommending Transit Radio to their clients—such as, J. Walter Thompson; BBD&O; Young and Rubicam; Duane Jones Co.; Doherty, Clifford & Shenfield; Sullivan, Stauffer, Colwell & Bayles; Foote Cone & Belding; McCann-Erickson; Ted Bates, Inc.; Leo Burnett Co.; Erwin Wasey & Co., etc.

We will be happy to show you, too, how you can effectively use this dramatic advertising medium—Transit Radio.

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Advance Registration, NAB Management Conference

(Continued from page 18)

R

Radford, Lewis C., Jr., DuMont Laboratories, Clifton, N. J.
Rasmussen, Lee Gordon, KAYL Storm Lake, Iowa
Reid, Robert H., International News Service, New York
Reinsch, J. Leonard, WSB Atlanta, Ga.
Reinschild, Carl, Columbia Transcriptions—Div. of Columbia Records, Inc., New York
Rembert, Clyde W., KRLD Dallas, Tex.
Reynolds, Donald W., KFSA Fort Smith, Ark.
Richards, G. P., WHBL Sheboygan, Wis.
Ridder, John W., WOHI East Liverpool, Ohio
Rine, William E., WWVA Wheeling, W. Va.
Rines, William H., WCSH Portland, Me.
Ringgold, Hanque, Edward Petry & Co., New York
Ripple, Wm. A., WTRY Troy, N. Y.
Robertson, B. G., KWKH Shreveport, La.
Robinson, King H., KATL Houston, Tex.
Rogers, Naylor, Keystone Broadcasting System Inc., Chicago
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington
Roscoe, W. S., Blaw-Knox Co., Pittsburgh, Pa.
Rosene, Marshall, WSAZ Huntington, W. Va.
Rosner, Bennett, S., RCA Victor Div., New York
Roth, Eugene J., KONO San Antonio, Tex.
Rowan, B. J., WGY Schenectady, N. Y.
Rothschild, Walter, WTAD Quincy, Ill.
Russell, Frank M., WRC Washington
Russell, James D., KVOR Colorado Springs, Col.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington
Rutledge, John T., WVJS Owensboro, Ky.
Ryan, J. Harold, WSPD Toledo, Ohio
Ryan, William B., KFI Los Angeles
Ryder, J. Maxim, WBRY Waterbury, Conn.

S

Safford, Harold, WLS Chicago
Sague, S. R., WSRS Cleveland, Ohio
Scharfeld, Arthur W., lawyer, Washington
Schroeder, Arthur H., Miller & Schroeder, Washington
Schroeder, Frank C., Jr., WDZ Decatur, Ill.
Schudt, William A., Jr., CBS, New York
Seebeck, Charles E., WTON Staunton, Va.
Shaffer, Roger A., WSPA Spartanburg, S. C.
Shafto, G. Richard, WIS Columbia, S.C.
Shaw, Glenn, KLX Oakland, Calif.
Shein, Alice, WBTH Williamson, W. Va.
Shields, Arthur T., WLDY Ladysmith, Wis.
Shouse, James D., WLW Cincinnati
Simms, Raymond C., Erwin, Wasey & Co, Inc., New York
Sinn, John L., World Broadcasting System, New York
Sipes, Leon M., KELD El Dorado, Ark.
Slavick, H. W., WMC Memphis, Tenn.
Smiley, David E., WDAE Tampa, Fla.
Smith, J. Kelley, CBS, New York
Smith, Joe L., Jr., WJLS Beckley, W. Va.
Smith, Harry Mason, WLW Cincinnati
Smith, Hugh M., WCOV Montgomery, Ala.
Smith, Ken, Allied Record Mfg. Co., Hollywood
Smith, T. A., RCA Victor, Camden, N.J.
Snyder, Glenn, WLS Chicago
Soule, F. C., WFBL Syracuse, N. Y.
Soule, O. P., KTFI Twin Falls, Ida.
Southmayd, John P., attorney, Washington
Sowell, F. C., WLAC Nashville, Tenn.
Spann, June, and Spann, Melvin P., KXLR Little Rock, Ark.
Sparnon, Kenneth, Broadcast Music Inc., New York
Spokes, A. E., WJOY Burlington, Vt.
Springgate, V. N., KXOK St. Louis, Mo.
Squire, Burt, Broadcast Music Inc., New York
Steele, V. J., WVJS Owensboro, Ky
Stewart, Elliott A., WIBX Utica, N. Y.
Storer, George B., WSPD Birmingham, Mich.
Stough, Parker, Bruce Eells & Assoc. Inc., Hollywood
Stovin, Horace N., Radiotime Inc., Chicago
Streibert, Theodore C., WOR New York
Strine, Leroy K., WORK York, Pa.
Strouse, Ben, WWDC Washington
Sullivan, Donald D., WNAX Yankton, S. D.

T

Taft, Hulbert, Jr., WKRC Cincinnati
Taishoff, Sol, BROADCASTING-TELECASTING
Tarter, George L., KCRC Enid, Okla.
Taylor, Herbert E., Jr., Allen B. DuMont Laboratories Inc., Clifton, N. J.
Taylor, J. P., RCA Victor, Camden, N. J.
Teich, Walter J., KROS Clinton, Iowa
Terry, Hugh B., KLZ Denver, Col.
Testut, Richard S., Associated Program Service, New York
Thorwald, John, KWBE Beatrice, Neb.
Tichenor, Dudley, WKBW Buffalo, N.Y.
Tilton, Allen C., Wincharger Corp., Sioux City, Iowa
Tincher, Robert R., WNAX Yankton, S. D.
Thomas, C. L., KXOK St. Louis, Mo.
Thomas, Eugene S., WOIC (TV) Washington
Thompson, Bill, BROADCASTING-TELECASTING
Thompson, James L., Edward Petry & Co., Chicago
Thompson, Marvin I., WIBK Knoxville, Tenn.
Timlin, Joseph F., The Branham Co., New York
Timothy, B. P., Avery-Knodel Inc., Chicago
Todd, Jack, KAKE Wichita, Kan.
Tompkins, Merritt E., Broadcast Music Inc., New York
Tracy, E. C., RCA Victor, Camden, N.J.
Trainor, M. A., RCA Victor, Camden, N. J.
Trautfelter, J. H. L., WFBR Baltimore, Md.
Trommlitz, L. W., KERG Eugene, Ore.
Tuhy, Stephen, Jr., attorney, Washington
Tye, Keith, KVER Albuquerque, N. M.

U

Ulmer, Jas. G., KGKB Tyler, Tex.
Unger, Alvin E., Frederic W. Ziv Co., Cincinnati
Uridge, Owen F., WQAM Miami, Fla.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y.
Voynow, Edward E., Edward Petry & Co., Chicago

W

Wade, Ralph E., KOAM Pittsburg, Kan.
Wagenvoord, Fred W., KCRG Cedar Rapids, Iowa
Wagstaff, Walter E., KIDO Boise, Ida.
Wailes, Lee B., WWVA Birmingham, Mich.
Walker, Larry, WBT Charlotte, N. C.
Wall, Charles A., Broadcast Music Inc., New York
Walter, John M., and Walter, Mary M., WJPG Green Bay, Wis.
Wannamaker, Allen E., WGTM Wilson, N. C.
Ward, J. T., WLAC Nashville, Tenn.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, William E., KSTL St. Louis, Mo.
Watts, W. W., RCA Victor, Camden, N. J.
Waugh, Irving C., WSM Nashville, Tenn.
Wayland, Charles V., attorney, Washington
Webb, Frank V., KFH Wichita, Kan.
Weed, C. C., and Weed, Joseph J., Weed & Company, Chicago
Wehrmann, H. F., WTPS New Orleans, La.
Weil, Ralph N., WOV New York
Weis, Pierre, Lang-Worth Feature Programs, New York
Wells, K. G., KGBX Springfield, Mo.
Wentworth, Ralph C., Broadcast Music Inc., New York
Westlund, Arthur, KRE Berkeley, Calif.
Whaley, Storm, KUOA Siloam Springs, Ark.
Whelahan, H., WSMB New Orleans, La.
Wheeler, LeMoine C., WHEC Rochester, N. Y.
White, Paul G., WEIR Steubenville, Ohio
Whiting Lee I., KEYD Minneapolis
Whitlock, E. S., WRNL Richmond, Va.
Wiig, Gunnar O., WHEC Rochester, N. Y.
Wilder, Harry C., WSYR Syracuse, N. Y.

(Continued on page 106)

WEED

and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

ATLANTA • HOLLYWOOD

Official NAB Management Conference Agenda

Monday, April 17 (9:30 a.m.-12 noon)

Opening remarks—Matthew Bonebrake, chairman, FM Committee.

SPECIALIZED ADAPTATIONS OF FM BROADCASTING—

"Functional Music"—Howard Lane, director of broadcasting, Field Enterprises, Chicago.

"Transit Radio—A Retail Medium"—C. L. Thomas, president, Transit Radio, St. Louis.

"Advertising's Biggest Challenge to Radio; How FM Will Meet It"—Stanley Joseloff, president, Storecast Corp. of America, New York.

"FM Networking" — Matthew Bonebrake, general manager, KOCY and KOCY-FM Oklahoma City, Oklahoma.

"Summary of FM's Special Services—How to Use One or All"—Edward Wheeler, president, WEAW Evanston, Ill., and WOKZ and WOKZ-FM Alton, Ill.

HOW TO BUILD THE FM AUDIENCE AND SELL IT—

"Why I Duplicate"—Merrill Lindsay, general manager, WSOY and WSOY-FM, Decatur, Ill.

"Why I Do Not Duplicate"—Robert Dean, president and general manager, KOTA and KOTA-FM Rapid City, S. D.

HOW TO MEASURE THE FM AUDIENCE—Dr. Kenneth H. Baker, acting president, BMB.

QUESTION AND ANSWER PERIOD—

FM Panel—Messrs. Lane, Thomas, Joseloff, Lindsay, Dean and the following members of the FM Committee: Messrs. Bonebrake and Wheeler; Everett Dillard, general manager, WASH (FM) Washington; Frank Fletcher, co-owner of WARL and WARL-FM Arlington, Va.; Victor Diehm, president and general manager, WAZL and WAZL-FM Hazleton, Pa.; Josh Horne, president, WCEC and WFMA Rocky Mount, N. C.

Monday, 12 noon—Luncheon in the Grand Ballrom. Presiding: Howard Lane, WJJD Chicago, Chairman of NAB Board's Convention Sites & Policy Committee. OPENING THE CONVENTION—Justin Miller, president, NAB . . . and a bow to BMI on its Tenth Anniversary.

1:30 p.m.—Eighth Street Theatre. THE AMERICAN BROADCASTER'S RESPONSIBILITY in World Affairs—Speaker to be announced.

2:30 p.m.—THE AMERICAN BROADCASTER'S RESPONSIBILITY in Industry—Herman W. Steinkraus, president, U. S. Chamber of Commerce.

3:30 p.m.—THE AMERICAN BROADCASTER'S RESPONSIBILITY in Labor Relations — Labor Management bor Relations — LABOR - MANAGEMENT PANEL—Judge Miller presiding. Representing Labor—Daniel W. Tracy, president, International Brotherhood of Electric Workers (IBEW); A. Frank Reel, executive secretary, American Federation of Radio Artists (AFRA). Representing Management—C. L. Thomas, general manager, KXOK and KXOK-FM St. Louis; Harold Essex, vice president and managing director, WSJS, Winston-Salem, N. C.

Tuesday, April 18, 9:30 a.m.—Eighth Street Theatre. THE AMERICAN BROADCASTER'S RESPONSIBILITY in His Own Profession—Membership meeting — Presiding Judge Miller. BMB Discussion — Dr. Kenneth H. Baker, discussion chairman.

Other Business.

NOTE: Only those bearing NAB Certification Cards will be admitted to Active Member Section of Theatre's Main Floor. If you are entitled to such certification and do not have an identity card, see attendant at Certification Desk, Mezzanine Floor.

12:30 p.m.—Luncheon in the Grand Ballroom. THE AMERICAN BROADCASTER'S RESPONSIBILITY to His Government—Presiding Judge Miller. Hon. Wayne Coy, Chairman, FCC.

2:30 p.m.—Eighth Street Theatre—THE AMERICAN BROADCASTER'S RESPONSIBILITY in World Economics—Hon. Paul G. Hoffman, Administrator, Economic Cooperation Administration.

3:30 p.m.—THE AMERICAN BROADCASTER'S RESPONSIBILITY in Agriculture — H. E. Babcock, author, businessman and farmer.

7 p.m.—Normandy Lounge—Reception.

7:30 p.m. — Grand Ballroom, Annual Banquet.

Wednesday, April 19 — Eighth Street Theatre, 10 a.m.—Television Session, Presiding Dave Garroway. "The Morning After"—Kukla, Fran and Ollie, NBC; "A Show a Day"—Burr Tillstrom; "NAB - TV" — Eugene Thomas, manager, WOIC (TV) Washington.

PANEL — Theme—"The Show's the Thing"—"I Watch It"—Jack Mobley, Radio & TV editor, Chicago Daily News, speaking for public; "I Produce It Nationally"—Ernest Walling, producer, NBC, speaking for network; "I Produce It Locally"—Robert D. Swezey, manager, WDSU New Orleans, speaking for station. Ideas and questions from floor. "Welcome to Show Business."

PANEL—Theme—"The Profit Motive"—"TV Has Paid Off for Me"—Jim Moran, Motor Sales Inc., Chicago, speaking for advertiser; "It Must Pay Off for My Clients"—Marion Harper Jr., president, McCann-Erickson Inc., speaking for agency; "And It Must Pay Off for Me"—William B. Ryan, manager, KFI Los Angeles, speaking for station. Ideas and questions from the floor. "Our Television Privilege"—Robert C. Tait, president, Stromberg-Carlson Co., Rochester.

OFFICIAL LIST NAB ASSOCIATE MEMBER EXHIBITS AND RECEPTION ROOMS

Exposition Hall located Lower Level, Stevens.

All rooms in Stevens unless specified.

EQUIPMENT MANUFACTURERS

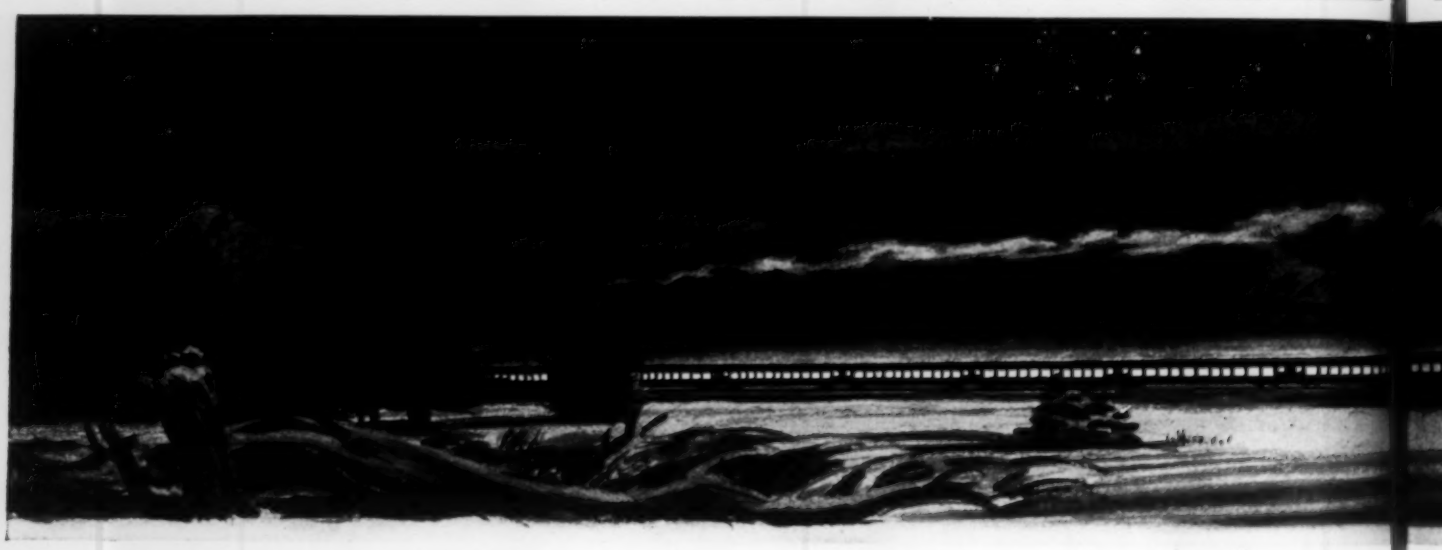
Altec Lansing Corp.	504A
Amperex Electronic Corp.	557A
Ampex Electric Corp.	553A
Andrew Corp.	Space 4
Collins Radio Co.	Space 18
Allen B. DuMont Lab.	Space 3
Emsco Derrick & Equipment Co.	Drake
Fairchild Recording Equipment Corp.	548A
Federal Telephone & Radio Corp.	53A
Gates Radio Co.	Space 1
General Electric Co.	2100
	Spaces 7, 8
General Precision Lab.	522
	Space 16
Gray Research & Development Co.	560
Graybar Electric Co.	504A
International Derrick & Equipment Co.	539A
Machlett Labs.	504A
Magnecord Inc.	537A
McIntosh Engineering Lab.	537A
Multipulse Sales Co.	550A
Musicolor Inc.	526A
Presto Recording Corp.	516
Radio Corp. of America	507
	Space 14
Raytheon Mfg. Co.	Space 1A
Westinghouse Electric Corp.	509A
Wincharger Corp.	551A

RESEARCH ORGANIZATIONS

C. E. Hooper Inc.	2300

NETWORKS

ABC	1005A
CBS	1805A
MBS	2316



As clear as a winter's night...

NBC 700

NEWS SERVICES

INS-INP Television Dept. 553

SERVICE ORGANIZATIONS

Broadcasting-Telecasting 1206
Keystone Broadcasting System .. 521A
Radio Television Publicity Corp. 529
Radiotime 561
Standard Rate & Data Service .. 519A

STATION REPRESENTATIVES

Avery-Knodel 1005
John Blair & Co. 2320
Bolling Co. 633
Branham Co. 1900
Free & Peters 1706
George P. Hollingbery Co. 1905A
Katz Agency 2000
Robert Meeker Assoc. ..... Blackstone
Edward Petry & Co. 1700
Paul H. Raymer Co. ..... Blackstone
Weed & Co. 2306A

TRANSCRIPTION COMPANIES AND PROGRAM SERVICES

Allied Record Mfg. Co. 2229
Associated Program Service 1506A
Broadcasting Program Service .. 524A
Capitol Records Inc.
Broadcast Division 532A
Columbia Transcriptions 509
Bruce Eells & Assoc. 542A
Harry S. Goodman Radio & Television Productions 515A
Lang-Worth Feature Programs 512A
C. P. MacGregor Electrical Transcriptions 502
Charles Michelson Inc. 560A
RCA Recorded Program Services 512
SESAC Inc. 530A
Space 2A
Standard Radio Transcription Services 557
World Broadcasting System 500
Frederic W. Ziv Co. 500

Milestones . . .

► WMCP (FM) Baltimore celebrated its second anniversary March 15. During a two-hour program aired especially for the event, messages of congratulation received from government and civic leaders, FCC officials, radio talent and other stations were aired. Many celebrities were present in person.

► St. Patrick's Day was an occasion of double significance at KWK St. Louis because on that day the station marked its 23d anniversary.

► An anniversary broadcast from the main intersection of Wichita Falls, Tex., helped Bill Hood celebrate his 4,000th broadcast of *The Man-on-the-Street* show over KFDX that city.

► Ten American Beauty roses, one for each year she has been broadcasting, were presented to Heloise Parker Broeg, who has conducted *Food Fair* on WEEI Boston for that length of time.

► CBS *Invitation To Learning* April 2 celebrated its 10th year on the air. By way of observing the anniversary, the network has started a 27 week "Tenth Anniversary Series" based on subject matter of programs heard the first year *Invitation* was aired.

► Monday, April 3, marked the sixth anniversary of Ruth Crane's *Modern Woman* program over WMAL Washington. The show is heard 11:30-12 noon Mon.-Fri.

► Around-the-clock broadcast helped WSFA Montgomery, Ala., celebrate its 20th anniversary March 31 and April 1. In 1930 the station first took the air on March 31, with formal opening on April 1.

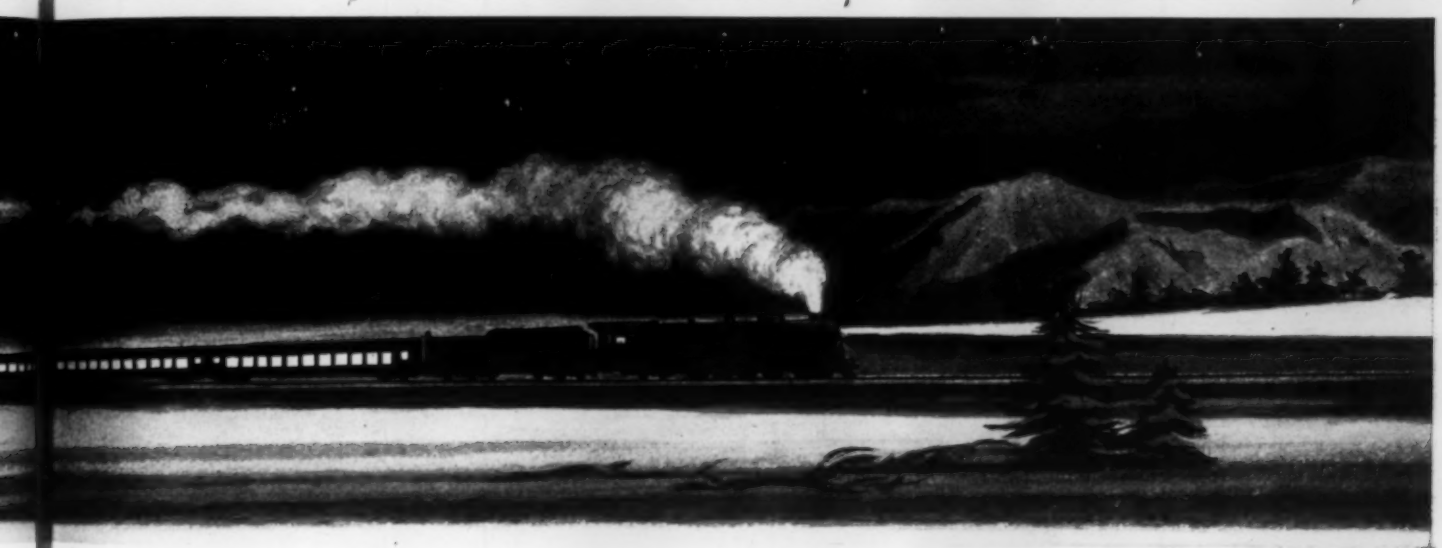
► A novel party, at which food was served on discs of former shows, place cards were made from old scripts and favors were made up of sound effects used in past productions, marked the 150th broadcast of *Knowledge in Action*. Show is produced by U. of Denver, and aired over KVOD that city in cooperation with the Rocky Mountain Radio Council.

► Harvey Olson, program manager of WDRC Hartford, Conn., is observing his 15th anniversary with the station this month.

► WSJS Winston-Salem, N. C., celebrates its 20th anniversary today (April 17). An NBC affiliate operating on 600 kc with 5 kw, WSJS is licensed to Piedmont Publishing Co., publisher of Winston-Salem *Journal* and *Twin City Sentinel*. Station began FM operation in 1947 and currently has television application pending for Channel 6. Officers include Gordon Gray, president, and Harold Essex, general manager. Mr. Gray, resigning Secretary of Army, becomes president of U. of North Carolina Sept. 1. Meanwhile, he is serving as special assistant to President Truman.

► Third anniversary of Continental FM Network was celebrated Sunday, March 27, with debut of a new discussion series conducted by St. Johns College, Annapolis, Md., under the title, *Background of Democracy*. Series is heard on 20 Continental stations, Sunday, 6:30 p.m.

IT'S now "Col." Sandy Saunders (r), as the farm director of WKY Oklahoma City, is presented with a commission of full colonelcy on the governor of Oklahoma's staff by James E. Berry, lieutenant-governor. Col. Saunders, who is heading the 31-day WKY farm tour through Central and South America [BROADCASTING, Feb. 6], was delegated full authority to represent Oklahoma in the 19 countries to be visited.



Ever hear the moan of a train whistle, far off on a cold winter's night? A memorable sound, isn't it? Distant and near at the same time... distinctive in a way nothing else seems to duplicate.

Nothing *can* duplicate the subtle innuendos of sound except the very finest in recording equipment. And, for that, there is no instrument like a PRESTO recorder. Disc or tape, PRESTO equipment is without equal for quality, full tonal response, and long, reliable performance. Disc or tape, PRESTO is the finest you can buy.

PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: Box 500, Hackensack, N. J.

IN CANADA:
Walter P. Downs, Ltd.
Dominion Square B dg.
Montreal, Quebec

OVERSEAS:
M. Simons Company, Inc.
25 Warren Street
New York, N. Y.

the *Long Island* story

LATEST CONLAN RADIO REPORT
— SHARE OF AUDIENCE —

	Morning Periods	Afternoon Periods
"A" Network— 50 Kw.	27.6	26.5
WHLI	**26.7**	**25.9**
"B" Network— 50 Kw.	10.2	8.1
"C" Network— 50 Kw.	14.3	14.3
"D" Network— 50 Kw.	10.8	13.1
"E" Independent— 50 Kw.	2.0	2.2
"F" Independent— 10 Kw.	2.3	1.5
All Others—FM-TV	6.1	8.4

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

• AND IN HEMPSTEAD 63% B M B •

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, *President*

Agencies

DEAN R. AVERY, manager of Young & Rubicam's Mexico office, appointed vice president and general manager of Young & Rubicam, Mexico, S. A. **JAMES B. STANTON** named vice president in charge of plans and merchandising, and **LUIS GURZA** appointed vice president in charge of radio and TV.

DICK DEXTER appointed merchandising director in Chicago office of Sherman & Marquette. He formerly was with Kellogg Co., Battle Creek, Mich.

E. GORDON LANE appointed in charge of new business operations in New York-middle-Atlantic area for James Thomas Chirurg Co., New York, effective May 1. He has been general manager of Boston office of firm for past several years.

EDWARD F. BUXTON, former copy supervisor of Ellington & Co., New York, joins copy department of Kenyon & Eckhardt, New York.

DON DOBKIN joins Lancaster Adv., New York, as copy chief and account executive. He formerly had been with Wiley, Frazee & Davenport Inc., New York.

JAMES PHILLIPS, formerly head of L. Foster Adv., Los Angeles, joins Phil D. McHugh Co., Beverly Hills, Calif., as account executive.

W. ROBERT MITCHELL, for last five years vice president in charge of creative work and service on domestic accounts in New York office of Grant Adv. Inc., and before that account executive with McCann-Erickson, New York, joins Lawrence Boles Hicks Inc., New York, as vice president.

HERBERT SALINGER joins copy staff of Ruthrauff & Ryan, Chicago. He worked previously for RKO Pictures, same city.

ROSINA LEWIS TODD, formerly with Buchanan & Co., Los Angeles, joins Brisacher, Wheeler & Staff, that city, as media director. **STANLEY PFLAUM** joins agency as vice president in charge of plans. For past 15 years he has been president of Stanley Pflaum Assoc., Ltd., national advertising and sales counsel agency, headquartered in Chicago.

FRED FREELAND, former television director of Ruthrauff & Ryan, Chicago, joins Galbreath Picture Productions, Ft. Wayne, Ind. He will continue to produce TV films for R&R and serve agency as consultant and freelance director.

RUTH L. RATNY joins radio and television department of LeVally, Chicago. She worked previously at Ruthrauff & Ryan and Foote, Cone & Belding, both Chicago.

MAPPING plans for opening of West-Marquis Inc.'s Long Beach, Calif., branch office on May 1 are (l to r): Seated, Jack Horner, newly appointed office manager; John R. West, advertising agency's president, and Oliver F. McFadden, who will serve as account executive and art director; standing, George Wolfe, W-M's radio and TV director, and Pat O'Rourke, of agency's publicity and public relations staff. Acquisition of facilities at Long Beach adds that branch to other offices maintained by the agency in Los Angeles, San Francisco, Portland, Ore., and Seattle. Mr. Horner formerly managed Long Beach Retailers Associated Offices at 602 Pacific Ave., where Mr. McFadden operated his own agency the past five years, and which will be used by W-M.

IN DES MOINES

5 MONTH AVERAGE SHOWS STARTLING TREND IN HOOPER RATINGS!

KSO is the only network station in Des Moines to show an increase in Hooper share of the audience—5 months, October through February, as compared with same period last year. All other network stations suffered a loss.

Percentage Gain or Loss

STATION B	— 7.0%
STATION C	—22.0%
STATION D	— 15.4%
KSO	**+24.2%**

Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.

PERCENTAGE KSO GAIN OVER ALL STATIONS

STATION B	— 7.0%	STATION C	—22.0%	STATION D	—15.4%
KSO	+24.2%	KSO	+24.2%	KSO	+24.2%
KSO gains	31.2%	KSO gains	46.2%	KSO gains	39.2%

Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.

This remarkable change is a definite indication that in Des Moines the overwhelming trend is to KSO.

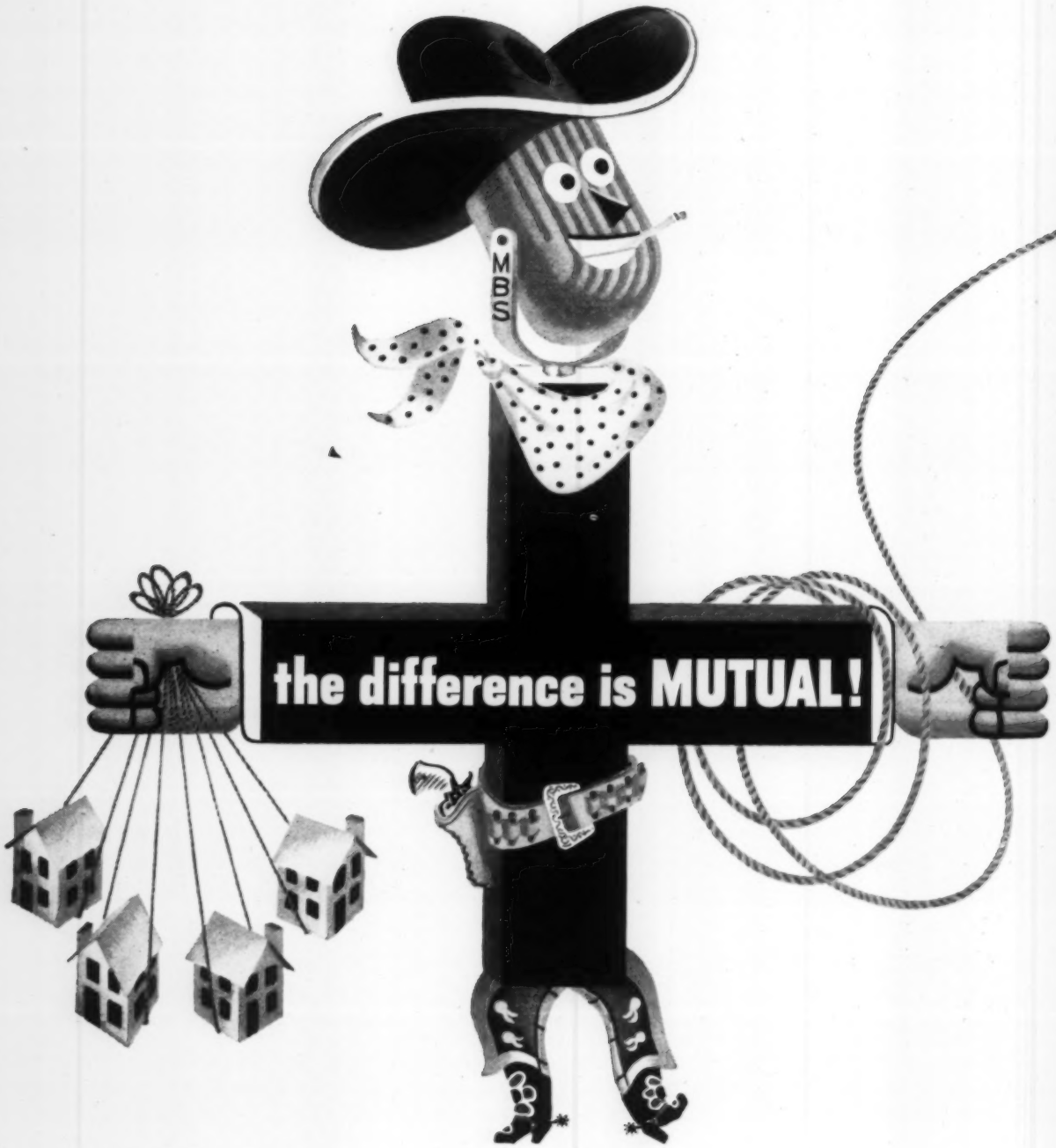
KSO

5000 watts 1460 kilocycles

CBS for Central Iowa

K. H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
HEADLEY-REED, Nat. Rep.

How to Get



Every Fifth Radio Home . . . FREE

After serving as the "different" network for over 15 years, we now find that difference *branded*—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of four radio homes on other networks will get you five on Mutual. In terms of actual audience *millions*, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen "Homes per Dollar" Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the *cost* of each rating. By dividing net time *and* talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks—strictly by homes-per-dollar—during the full 12 months of January through December, 1949:

Average Once-A-Week Commercial Program on	Radio Homes Delivered per Dollar of Actual Cost
All 4 Networks	281
Other 3 Networks	275
MUTUAL	**338**

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio . . . the nation's only true mass medium. Here, too, is challenging evidence of how much more *your* radio program can accomplish on this "different" network.

The Difference is MUTUAL!

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks.
500 Stations; 300 the Only Network Voice in Town.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost.

the **mutual** broadcasting system

willie Wish

IS STEALING MOST OF THE THUNDER
IN INDIANAPOLIS SINCE WE'VE MOVED*

the reason: a sensational parade of hit shows PROGRAMMED LOCALLY

The "sold out" sign hanging on our door is quite common these days here at WISH. Hoosier listeners *like* Hoosier talent and don't mind saying so. In fact, they keep pushing WISH advertisers' sales figures higher and higher.

Keep your eye on Willie Wish. He's stealing the show in Indianapolis.

* New Studios—1440 N. Meridian St.

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, *Manager*
FREE & PETERS, *National Representatives*

New Business

NORTH POLE COLD STORAGE & ICE Co., Pittsburgh (North Pole's Real Ice Cream), appoints Wasser, Kay & Phillips Inc. to handle its advertising. Radio will be used.

BONNEE FROZEN FOODS Co., St. Louis, appoints Oakleigh R. French & Assoc., same city, to handle advertising on Bonnee Buttered Beef Steaks. Radio and television tests are being conducted in local markets. **G. GORDON HARTSLET** is account executive.

GUNTHER BREWING Co., Baltimore (beer and ale), began sponsorship April 8 of reportedly first simulcast of racing event—Havre De Grace racing meet which will continue for 16-day period. Two TV stations, WBAL-TV Baltimore, and WNBW (TV) Washington, and five radio stations being used. Agency for brewing company is Ruthrauff & Ryan, Baltimore.

ATLANTIC CITY RACING Assn., Pleasantville, N. J., appoints Wallace Orr Inc., Philadelphia, to handle its advertising. Plans include radio and television spots.

SCARFENET Co., Los Angeles (hair scarfs), starts 13-week TV spot announcement campaign on seven TV stations with plans for five more markets by month's end. Currently three-weekly spots placed on KLAC-TV, one weekly on KTTV (TV), both Los Angeles; two weekly each KFMB-TV San Diego, WMBR-TV Jacksonville, WGN-TV Chicago, KPHO-TV Phoenix, KSD-TV St. Louis. Markets mulled: Minneapolis, Newark, New York, San Francisco, Salt Lake City, Newark. Agency: Stodel Adv. Co., Los Angeles.

INTERNATIONAL HARVESTER Co. (International Harvester Trucks), launches 10-week campaign on Midnight Sun Broadcasting Co. stations, KFAR Fairbanks and KENI Anchorage, Alaska. Live spot announcements are scheduled five times weekly on both stations. Agency: Young & Rubicam, Chicago.

PROCTER & GAMBLE, Cincinnati, introduces new laundry product, Cheer, in two market areas, Kansas City and Syracuse. Radio will be used. Young & Rubicam, New York, is handling campaign.

GENERAL CONTROLS, Glendale, Calif. (automatic pressure, temperature, level and flow controls manufacturer), increases TV spot campaign to 11 stations with one spot weekly for 26 weeks on KING-TV Seattle. Currently carrying spots are WGN-TV Chicago, WXEL Cleveland, KRLD-TV Dallas, WJBK-TV Detroit, WDAF-TV Kansas City, KECA-TV Los Angeles, WTMJ-TV Milwaukee, WCAU-TV Philadelphia, KPIX (TV) San Francisco, KSD-TV St. Louis. Agency: Hixson & Jorgensen Inc., Los Angeles.

DIAMOND T MOTOR CAR Co., Chicago (trucks), plans TV spot series starting in three markets and expanding nationally. **STUDEBAKER CORP.** to expand present four-market TV series. Agency for both firms, Roche, Williams & Cleary, Chicago.

Network Accounts • • •

ADMIRAL Corp., Chicago, and **P. LORILLARD Co.**, New York, renew sponsorship of *Stop The Music*, ABC-TV Wednesday, 8-9 p.m. Admiral Corp., for television sets and home appliances, has sponsored 8-8:30 p.m. segment of program and Lorillard, for Old Gold cigarettes, the 8:30-9 p.m. portion, for past year. Cigarette firm signs for additional 52-week period through Lennen & Mitchell, New York, while Admiral buys its portion of program for an initial 13 weeks through Kudner Agency Inc., New York.

INTERSTATE BAKERIES Corp. of Los Angeles renews Frederic W. Ziv package, *Cisco Kid*, for 52 weeks on eight Don Lee network stations.

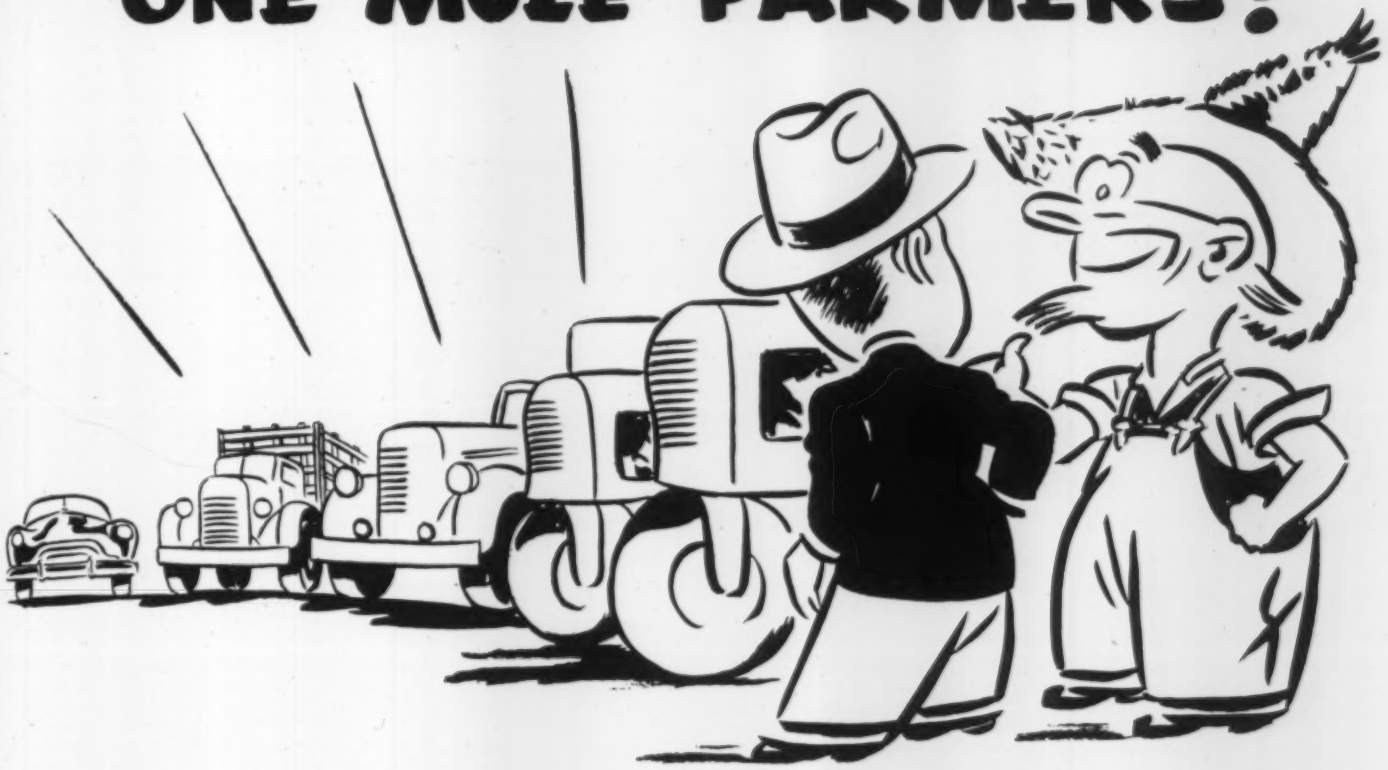
GILLETTE SAFETY RAZOR Co., Boston, sponsors broadcast of Tanforan Handicap, April 22 on 13 Columbia Pacific Network stations, 5-5:30 p.m., PST. Agency: Maxon Inc., New York.

Adpeople • • •

WILLARD P. SEIBERLING, secretary of Seiberling Rubber Co., elected a director of company.

TED PALMER, formerly with Kastor, Farrell, Chesley & Clifford, New York, where he was assistant to president and radio and television director, appointed assistant advertising manager of Pepsodent Div. of Lever Bros. Co., New York.

"NO, WE AIN'T EXACTLY 'ONE MULE' FARMERS!"



EVERYBODY knows that most Northwestern farmers make big money, but our Red River Valley hayseeds make *fabulously big dough!* ($1,750 per family above the national average.) What's more, they spend it!

When it comes to *how* to spend it, and what for, WDAY is the most persuasive voice in the area.

Here are the Dec. '49—Jan. '50 Hooper comparisons:

	Weekday Share of Audience		
	Morning	Afternoon	Evening
WDAY	**63.9%**	**69.1%**	**66.7%**
Station "B"	20.6%	11.7%	13.3%
Station "C"	6.3%	11.6%	9.6%
Station "D"	4.9%	1.7%	7.7%
Station "E"	4.8%	6.1%	

Mail-pull figures prove that WDAY gets an equally large and loyal listenership in *rural* areas!

Write to us or ask Free & Peters for all the dope about amazing, 27-year-old WDAY. You'll be *glad* you did!

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

PRN

MEET THE NETWORK THAT WAS MOTHERED BY *NECESSITY*...

THE PACIFIC REGIONAL NETWORK

Newcomers to California since 1940 alone represent a LARGER consumer group than the ENTIRE population of 38 other states. This fast flowing tide of new residents (3,833,000 in 10 years) has boosted California to second place in retail sales.*

This mass population shift has created new problems for national and regional advertisers, requiring reshuffling of advertising allocations and the development of **new advertising channels** to SEEK OUT and sell the consumer. Existing California media lacked the flexibility, the extensive and INTENSIVE statewide coverage to cope with this vast and ever-expanding consumer group. That's why we say the Pacific Regional Network was mothered by necessity.

***SRDS CONSUMER MARKETS 1949-50**

RETAIL SALES POTENTIALS:

NEW YORK	$13,792,000,000
CALIFORNIA	$11,080,000,000
PENNSYLVANIA	$8,504,000,000
ILLINOIS	$7,771,000,000

EXACTLY WHAT IS PRN?

A network of standard broadcast stations in virtually every significant market in California, linked by high fidelity Frequency Modulation transmission, and united SOLELY to provide national and regional advertisers with complete coverage of this rich state.

WHAT ARE THE ADVERTISERS' ADVANTAGES IN USING PRN?

- **Economy—a saving of 20 percent of time costs and elimination of line charges**
- **A single, easy-to-control, easy-to-promote program**
- **Local station listening loyalty**
- **Sales impact through "where to buy it" cut-ins from the local announcer**
- **Flexibility, free selection of stations, tailor-made coverage**
- **Time-saving convenience through a single purchase and single billing**

If you are looking for a better way to reach and SELL the 10,730,000 consumers in the nation's second retail sales area, write or wire for list of stations and complete details.

PACIFIC REGIONAL NETWORK

6540 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA

CLIFF GILL, General Manager — Hillside 7406 — TED MacMURRAY, Sales Manager

Feature of the Week

MORE THAN 1,000 square dancers from at least 25 states are expected to whirl away in the first annual *Prairie Farmer*-WLS International Square Dance Festival at the Chicago Stadium next October. This is the prediction of General Manager Glenn Snyder and James E. Edwards, president of the Chicago station and *Prairie Farmer*.

WLS, which is underwriting the entire project, is working in close cooperation with the recreation division of the Chicago Park District and state recreation leaders to bring the dancers to the festival next fall. The event primarily is a service to square dancing, Mr. Snyder says, and secondarily a station promotion for which the board of directors recently set aside an initial $25,000.

The one-day festival, combining educational values with entertainment, will begin with an International Square Dance Leaders' Institute, at which recreation chiefs will discuss ways of promoting square dancing and will work out a terminology in calling that will apply to all parts of the country.

Blueprint for the dance festival is formulated by (l to r) Messrs. Edwards, Roy and Snyder.

* * *

The finale will climax the session, and will feature the 1,000 dancers in demonstrations and exhibitions of special dances and techniques, new ideas of production, including the use of "black light," and whirls and twirls native to particular sections of the country and to Canada. Stars of the WLS Chicago *National Barn Dance* will appear as guests,

(Continued on page 36)

On All Accounts

WHAT might have been a quiet non-ulcerous life amidst the cool ivy of a college campus was changed 23 years ago when Carl Tester picked up a penny from a tea room floor.

It was this seeming quest for gold that eventually resulted in Carl's present position of vice president and general manager, Philip J. Meany Co., Los Angeles, and account executive on Greenspot Inc.

This was no ordinary penny that changed the course of Carl's life. The coin had been dropped (accidently or purposely has never been determined) by a Miss Anne Lloyd, an undergraduate at Ohio State College where Carl was working towards his PhD. Upon its attainment, he planned to teach English literature. A year following his gallant act, however, Carl found himself marriage-minded, deserted the academic halls and former aspirations and sought a more "lucrative" field—and the hand of Miss Lloyd.

CARL

Having a bent towards commercial art and writing, he had no problem deciding upon advertising as his field. His introduction there had come three years previously, when he worked part-time for two years as commercial artist for Campbell-Sanford Adv. Co., Toledo, while an undergraduate at the U. of Toledo. (He has an AB in Arts received in 1927 to show for time spent there).

Upon leaving Ohio State, Carl joined a now defunct Toledo advertising agency as production manager. Three years later he became a northwest circulation representative for McGraw-Hill Book Co., working out of Toledo. Then, following a stretch as chief artist for the Toledo Glass Sign Co. and a short partnership in the manufacture of advertising specialties, he succumbed to the urge to "go West." And in 1937 the Testers found themselves in Los Angeles.

That, too, was well-timed. Doing the first round of 4-A agencies, Carl chanced into the office of Philip J. Meany just as a copywriter had announced his resignation. Carl got the job. In 1939 he was advanced to copy chief; in 1946 he became vice president and general manager of the agency.

As one who believes that radio has an impact that "cannot be duplicated," Carl is a good choice for supervisor of radio activities for Greenspot Inc. Now sponsoring

(Continued on page 36)

NEW YORK

F.W. MILLER

W.B. FABER

S.B. BEESON

W.B. DUNN

P.J. SULLIVAN

F.W. MILLER, JR.

F.T. BRESLIN

W.L. KOST

W.E. SHREWSBURY

H.K. POSTER

B.H. KEIT

U.J. FERRIS, JR.

E.N. SIMONS

H.L. BACHMAN

I.N. HARDINGHAM, JR.

C.A. HIGGINS

These are your Headley-Reed contacts

Representatives from each of our offices are here at the convention. We're located at the BLACKSTONE. Come on up, we'll be glad to see you.

SAN FRANCISCO

R.W. MITCHELL

CHICAGO

J.H. WRATH

HOLLYWOOD

G.H. LINDLEY

I.L. MORTON

ATLANTA

E.W. SWEATMAN, JR.

J.C. SCHULZ

DETROIT

H.V. BARRETT

F.B. RICE

HEADLEY-REED TV

HEADLEY-REED COMPANY

Cover Comments

EDITOR, BROADCASTING:

Congratulations on the new cover of BROADCASTING. It's swell to see an old friend in a new hat.

Walter Craig
V. P. Charge Radio-TV
Benton & Bowles
New York

* * *

EDITOR, BROADCASTING:

Congratulations on your new cover. It's a neat job.

George Durham
Media Director
Lever Bros.

* * *

EDITOR, BROADCASTING:

Congratulations on cleaning up your front cover. Modern styling for a modern book.

Clair R. McCollough
President
Steinman Stations

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

EDITOR, BROADCASTING:

Your new cover format is a great improvement.

Frank Stanton
President
CBS

* * *

Re: KTLN Purchase

EDITOR BROADCASTING:

In your April 3rd publication appears an article on page 66 concerning KTLN Denver, in which you state Alf M. Landon transferred the station to me for consideration of $5,000 and that I am present owner of 35% stock in KVLC in Little Rock.

I own 47% stock in KVLC Little Rock, and paid Mr. Landon $45,000 for KTLN Denver. I also propose to spend an additional $15,000 on improvements.

Leonard Coe
Manager
KVLC Little Rock, Ark.

[EDITOR'S NOTE: We regret the error. The dollar mistake was a typo. Just shows how easy it is to run through $40,000 these days.]

* * *

KDTH Tops WSSV

EDITOR, BROADCASTING:

Mr. Lowell, WSSV, [OPEN MIKE, March 27] suggested somebody might make it five people in Little Theatre cooperation, by a radio station. We can go further. In the April production of "Light Up the Sky" by the Playmakers of this city, the following KDTH and KDTH-FM people will help light up: Vern Stierman, assistant program director; Maurie Miller, announcer; Virginia Van Patten, music director; Red "McGregor" McAleece, sports director; Dom Goodman, continuity editor; Bill Thomas, announcer; Martha Shorten, women's features director; and the show is under the direction of Arnie Stierman, program director. Roger Kutsch, filing clerk, will act as call boy, and the whole production is sound engineered by Bob Hancock, chief engineer.

Anybody want to go further?

Arnie Stierman
Program Director
KDTH-AM-FM Dubuque, Iowa

* * *

Color Blues

EDITOR, BROADCASTING:

. . . They [FCC Commissioners] are still considering the color TV problem to the exclusion of everything else. This goes on even though the technical aspects of color are as confused as ever. Meanwhile, FM stations are folding up by the dozen and AM applicants are losing the revenue that baseball broadcasts, etc., would provide. This color business is giving a lot of us red ink and a blue outlook—while we wait for the green light! . . .

Robert M. Beer
General Manager
WATG Ashland, Ohio

* * *

Champions FM

EDITOR, BROADCASTING:

. . . Why . . . are there not more FM stations than AM now on the air? The answer, it seems, can be traced to two sources, the manufacturer and the broadcaster. FM has been steadily and cautiously progressing for over a decade. Television, on the other hand, has mushroomed with nightmarish proportions. Manufacturers, dealers, broadcasters, and the public, of course, have demonstrated great interest in television, and have done their utmost to accelerate its growth. Because of this, FM, which ultimately will be the only truly acceptable form of radio broadcasting, was shoved into the background. Progress was further

(Continued on page 36)

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the *heart* of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-*billion* dollars on retail purchases in 1948.

And only WSBT covers *all* of this market.

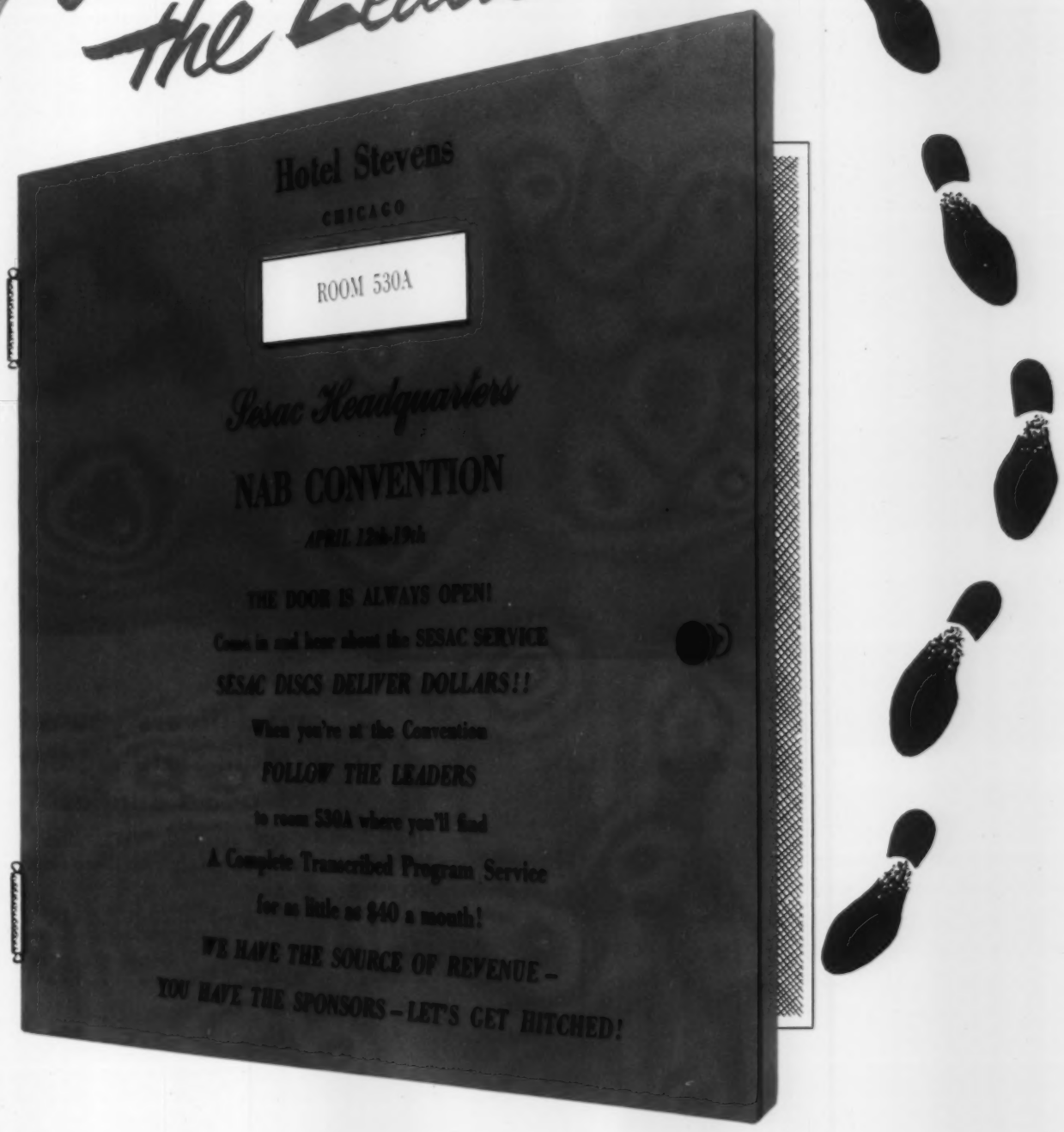
WSBT

WSBT
SOUTH BEND

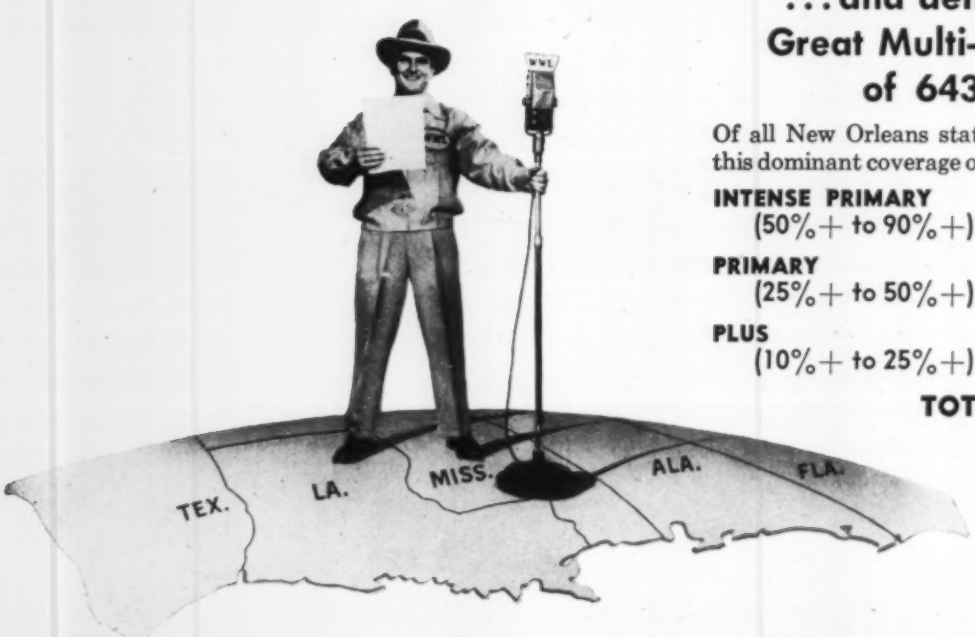
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Follow the Leaders


Hotel Stevens
CHICAGO
ROOM 530A
Sesac Headquarters
NAB CONVENTION
APRIL 12th-19th
THE DOOR IS ALWAYS OPEN!
Come in and hear about the SESAC SERVICE
SESAC DISCS DELIVER DOLLARS!!
When you're at the Convention
FOLLOW THE LEADERS
to room 530A where you'll find
A Complete Transcribed Program Service
for as little as $40 a month!
WE HAVE THE SOURCE OF REVENUE –
YOU HAVE THE SPONSORS – LET'S GET HITCHED!

SESAC INC., 475 Fifth Avenue, New York 17, N. Y.



...and delivers you a Great Multi-State Audience of 643 Counties

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY
(50%+ to 90%+) ..... **114 Counties**

PRIMARY
(25%+ to 50%+) ..... **128 Counties**

PLUS
(10%+ to 25%+) ..... **401 Counties**

TOTAL **643 Counties**

XUM

South's Greatest Salesman Leads in Merchandising

Every place folks go in New Orleans, WWL's big visual promotion campaign is on the job—selling your program!

On the street—colorful 24-sheet posters, streetcar and bus dash signs.

In the store—stack signs, posters, displays.

In the home—big newspaper ads—tempting listeners with WWL's varied attractions. No other New Orleans station gives you so *much* —so *often*—to build listenership.

Leads in Hoopers, Too

Latest Hooper proves that WWL outranks all other New Orleans stations in share-of-audience. Evenings, WWL takes a greater share-of-audience than next two stations combined.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL

CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Feature of the Week

(Continued from page 30)

along with the station's top-rung caller, John Dolce.

State leaders, now being selected by the dance committee, will in turn choose 10 sets of dancers to represent their states. The international event will coordinate square dancing activities which heretofore have been local. "There have been a number of fine state or regional promotions," Mr. Snyder said, "but square dance and folk music leaders agree that the impetus and prestige of nationwide promotion is necessary to bring square dancing really into its own."

Local Last Fall

WLS, in cooperation with the Chicago *Sun-Times* and the city Park District, sponsored the Chicago Square Dance Contest locally last fall. The competition element has been eliminated from the upcoming festival, however, because of the difficulty in judging. Walter Roy, director of the Chicago Park District's recreation division, is general chairman. George C. Biggar, *WLS National Barn Dance* director, is vice chairman, and John Drake, WLS promotion manager, is coordinator of all activities.

State chairmen selected thus far for the Oct. 28 event include representatives from Minnesota, Wisconsin, Illinois and Indiana. Canada is expected to be represented also.

The national promotion is an outgrowth of "a poll of recreation leaders over the nation which confirmed our own observations through the years that square dancing is the finest form of recreation for both young and old," Mr. Snyder said. He described it as a family pastime "with countless health and other benefits."

NEW poetry program on KWKW Pasadena, Calif., *Love's Notebook*, moves to Sunday, 7-7:30 p.m.

Adams Accolade

THERE'S NO DOUBT that Cedric Adams, WCCO-CBS Minneapolis commentator, is appreciated in his home town. At a testimonial banquet attended by some 800 persons, Minneapolis businessmen tabbed him as the city's "number one ambassador," and showered Mr. Adams and his family with gifts, among them a new Cadillac convertible. Bob DeHaven, of WCCO, was m.c. at the dinner.

Open Mike

(Continued from page 32)

slowed by an unnecessary re-allocation of frequencies by the FCC, causing manufacturers and consumers alike to throw up their arms in disgust.

In the current mad scramble for TV, manufacturers have failed miserably to produce FM [illegible] which are in any sense of the word worthy of the nomenclature of frequency modulation.

George K. Thompson
635 East 108 St.
Cleveland 8, Ohio

* * *

Re: Peggy Lee Start

EDITOR, BROADCASTING:

Was interested in your picture of the Peggy Lee return to North Dakota and the Winter Show here at Valley City [BROADCASTING, March 27]. . . . It stated . . . Peggy got her radio start on WDAY Fargo. While she did sing at WDAY and received a lot of help there the story is wrong in that Peggy's first radio appearance was over KOVC in Valley City . . .

. . . Am enclosing . . . clipping from the Minneapolis Tribune. . . .

Robert Ingstad
Station Manager
KOVC Valley City, N. D.

[EDITOR'S NOTE: Stations KOVC, WDAY and all of radio can be proud of the rise to stardom by Peggy Lee. A double page picture spread in the Minneapolis Sunday Tribune for April 2 credits station manager Robert Ingstad with giving Peggy her first radio job in 1937. Our hats are off to the champion talent picker for that year.]

On All Accounts

(Continued from page 30)

two quarter-hours weekly of *Surprise Package* on 68 ABC Western and Southern stations, the orange drink firm had done only spotty participation before its large splash into radio in November of last year. At that time the firm started quarter-hour weekly sponsorship of that program on 15 ABC Western stations; renewed the schedule after 13 weeks; March 2 increased it to twice weekly on 68 stations; and April 3 upped it to five times weekly on the same number of stations. In the near future the firm plans transcontinental sponsorship of the program.

Greenspot also currently is sponsoring the three-weekly, quarter-hour *Jam, Jive & Gumbo* on WJMR New Orleans.

Carl also is account executive on Pierce Bros., Los Angeles (mortuary), account. Firm recently completed a heavy spot radio schedule in addition to television programming on Los Angeles stations.

Born in 1905 in Marion, Ind., Carl Kennedy Tester received his early schooling in Toledo. During his four years at the U. of Toledo he was editor of the college annual for two years in succession.

Current club activities include membership in University Club, Los Angeles Advertising Club, Copy Club and West Hills Hunt Club. He is past president (for last two years) of Southern California Chapter, AAAA.

The Testers, who were married in 1929, live in San Fernando Valley on their quarter-acre Rancho Mariposa. Daughter Kay, an "accomplished horsewoman" at 16, far from having advertising inclinations, is planning to become a doctor of veterinary medicine. Walter, 6, has expressed no specific inclinations in any direction.

THE BRANHAM COMPANY

representing

	RADIO
WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

	TELEVISION
KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

GET HEP! GET STANDARD!
The Sellingest Service EVER!

NOW—

8 GREAT "STAR SHOWS"

THESE COMMERCIALLY CONCEIVED SHOWS, WHICH ARE AN INTEGRAL PART OF THE STANDARD PROGRAM LIBRARY, ARE DAILY DEMONSTRATING THEIR SALES POTENCY TO HUNDREDS OF STANDARD STATIONS

SOLD! WNAH — Nashville, Tenn.
Personality Time
Auto Supply Store

SOLD! KGA — Spokane, Wash.
Chapel in the Sky
Peerless Dentists

SOLD! WMCK — McKeesport, Pa.
Meet the Band
West. Penn. Cleaners

SOLD! KDHL — Faribault, Minn.
Personality Time
General Electric Dealer

SOLD! KICA — Clovis, N. Mex.
Chapel in the Sky
Steeds Funeral Home

SOLD! KVOG — Ogden, Utah
Musical Roundup
Norman Thompson Lumber & Homes

SOLD! WMPS — Memphis, Tenn.
Meet the Band
Robert Hall (clothing)

SOLD! KGEZ — Kalispell, Mont.
20th Century Serenade
Johns-Buick, Inc.

SOLD! KSUM — Fairmont, Minn.
Hollywood Calling
Landhuis Jewelry

SOLD! WTVL — Waterville, Me.
Musical Roundup
Fort Halifax Gas & Fuel Oil Co.

SOLD! KMO — Tacoma, Wash.
Meet the Band
Robert Hall (clothing)

SOLD! WELL — Battle Creek, Mich.
Meet the Band
Battle Creek Coal Merchants

SOLD! KELT — Electra, Texas
Chapel in the Sky
Mack's Bell Service (filling stations)

SOLD! WMBM — Miami Beach, Fla.
Meet the Band
Keyes Realty Co.

SOLD! WGRA — Cairo, Ga.
Hollywood Calling
Zebulon Theatre

SOLD! KUTA — Salt Lake City, Utah
Personality Time
Fashion Cleaners (laundry & dry cleaning)

AT THE CONVENTION:
The Standard Gang will be happy to greet you in Rooms 556-557 at the Stevens.

Standard Radio
TRANSCRIPTION SERVICES, INC.
Hollywood • Chicago • New York

SELL WITH STANDARD · SELL WITH STANDARD · SELL WITH STANDARD · SELL WITH STANDARD

IT'S EASY, WHEN YOU KNOW HOW!

FAR-SIGHTED radio advertisers know that experienced stations with a flair for programming are the only ones that can really drive home a sales story. And that's *especially* true here in Dixie. . . .

At KWKH we've built up a terrific Southern Know-How during 24 years of broadcasting to our own audience, in our *own* area. Shreveport Hoopers prove that we're spectacularly successful in attracting and holding this audience:

For Jan.-Feb. '50, KWKH got a 100.9% greater Share of Audience than the next station, weekday Mornings—16.6% greater, weekday Afternoons—76.2% greater, Evenings!

KWKH commands a tremendous rural listenership throughout the booming oil, timber and agricultural regions of the Central South, as proved by BMB.

Write to us or ask The Branham Company for all the facts! You'll be glad you did!

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 16 WASHINGTON, D. C., APRIL 17, 1950 $7.00 A YEAR—25c A COPY

NAB STRIKES SOMBER NOTE

As Convention Opens

By J. FRANK BEATTY

UPWARDS of 1,500 broadcasters converged on Chicago at the weekend for the 28th annual NAB Convention. At a three-day convention at the Stevens Hotel they were to receive a series of messages centering on a new theme—the responsibility of the broadcaster to his country, to the world and to the whole American economy.

Not for years has a convention program been built around so somber a note. The agenda for the Management Conference, starting tomorrow noon, has been tailored for the management level. It carries the formal designation, "The American Broadcaster's Responsibility in the World Today."

Like the Assn. of National Advertisers and the American Assn. of Advertising Agencies, which met separately and then jointly just a fortnight ago [BROADCASTING, April 3], the NAB's annual program is designed to impress those who influence the nation's thinking that the present world situation is serious—more serious than most executives and most people believe.

Stress World Affairs

The idea of a program centered on top management problems and their relation to world and national affairs emanated from the NAB board's meeting in Washington last November. The Convention Sites & Planning Committee has come up with speakers well-known to the trade. They include Wayne Coy, FCC Chairman, Herman W. Steinkraus, president of the Chamber of Commerce of the U. S., and Paul G. Hoffman, ECA administrator.

The planners have carried out the board's instructions, directed by Howard Lane, WJJD Chicago, committee chairman and retiring NAB director-at-large for large stations, who worked with Robert K. Richards, NAB public affairs director. Other members of the committee are Charles C. Caley, WMBD Peoria, Ill., and James D. Shouse, WLW Cincinnati.

A board meeting was planned Saturday noon to consider proposed nominees for the new NAB headquarters post of general manager (see board story and general manager story page 45).

Convening of the 28th annual meeting finds the association facing a membership problem ascribed principally to the increase in dues for the four lower classifications plus elimination of the 12½% discount put into effect last summer. The NAB board ordered these dues changes at its February meeting, effective April 1.

Membership Status

Since February some 70-odd stations have withdrawn from membership. These are predominantly low-income stations, though KVOO Tulsa, 50 kw outlet, is understood to have withdrawn. In the lowest income bracket dues were nearly tripled as a result of the doubled fee plus elimination of the discount.

Thirty new members had joined NAB since February, as of April 1, leaving a net loss of roughly 40 members. Last Feb. 28 there were 1,150 AM station members in NAB. By April 4 the number had dropped to 1,110, or approximately half of the 2,200 AM and AM-FM outlets.

Of the resignations, 80% are declared to have been influenced by the higher dues they would have been required to pay as of April 1. Nine FM station members were lost due to the fact that they were deleted. Three new associate members joined prior to the convention.

Possibility arose that other stations might have decided to remain within the NAB fold through April so they could take part in the convention, with some of them making up their minds after the convention whether to stay or resign.

Steps to stage a membership drive have been considered by the board, and plans have been underway to hire a field representative whose main job would be to recruit new members and contact old ones.

Early convention activities centered on practical workshop problems. The Engineering Conference, which opened last Wednesday, explored new horizons in the technical fields and reviewed new developments in equipment and processes (see engineering story page 40).

The annual displays of equip-

Continued on page 62)

Management Conference in a Nutshell

(See complete agenda page 22)

MONDAY

9:30 a.m.—FM SESSIONS, *North Ballroom*

12 Noon — LUNCHEON, *Grand Ballroom*

1:30 p.m.—GENERAL SESSIONS, *8th St. Theatre*

TUESDAY

9.30 a.m.—BUSINESS SESSIONS, *8th St. Theatre*

12:30 p.m.—LUNCHEON, *Grand Ballroom*

1:30 p.m.—GENERAL SESSIONS, *8th St. Theatre*

7:00 p.m.—RECEPTION, *Normandy Lounge*

7:30 p.m.—ANNUAL BANQUET, *Grand Ballroom*

WEDNESDAY

10:00 a.m.—TELEVISION SESSIONS, *8th St. Theatre*

RADIO'S PLACE SECURE

Says Campbell

NETWORK RADIO, although it will be affected by TV, is too big and efficient to go out of the picture, and radio probably will continue to fill a need that no other medium can, Wendell Campbell, CBS Western sales manager, asserted Wednesday. He answered the question, "Is Radio Here to Stay?", with an emphatic affirmative at a luncheon meeting of the Chicago Radio Management Club.

Speaking primarily of network radio, Mr. Campbell cited major reasons why it will continue to be successful: (1) The population is increasing, and a large number of new families will be exclusively radio homes. (2) There is a time and physical limitation to the amount of viewing which can be done, with no such limitation in radio (referring to TV's demand for undivided attention). (3) Increasing car ownership, with most new cars radio-equipped. (4) More leisure time, with much of it spent out-of-doors, where use of portable radios is popular.

Mr. Campbell pointed out that it takes 200 hours for a car to be driven 5,000 miles per year at an average of 25 mph. "And the only medium which can reach the car audience is radio." This is equal, he said, to 50 days of listening in the average home.

Limited TV Approach

Most network advertisers are approaching video on a "limited front," he asserted. He cited ratio of AM to TV shows for the following clients: Miles Labs., 8 to 1; Procter & Gamble, 20 to 1; Lever Bros., 8 to 1; Colgate, 5 to 1 and Chesterfield, 5 to 2.

Among network TV advertisers, half never used network radio or used it only spasmodically as "in and outers." Mr. Campbell pointed out that much of TV's money will come from new advertisers or will be paid for by new budget allocations. He believes "all major media can emerge from this period of transition with more revenue." Cost in relation to sales is going down, advertising appropriations are being enlarged continually and income continues to go up, he said.

"The curve of interest doesn't slide downward in radio, and more time is spent in radio listening than on anything else except working or sleeping," he said. Anticipating network radio expansion, Mr. Campbell said CBS for the first quarter of this year billed 4% more business than during the same period last year despite TV.

• *Analysis of Advertisers by Product Groups — Radio page 64; TV page 135* •

ELECTRONICS

Engineers Shown Progress

ELECTRONIC progress from the viewpoint of the engineer was revealed to a half-thousand of the nation's leading technical specialists at the NAB Engineering Conference last week as the NAB's annual convention week opened at the Stevens Hotel, Chicago (see NAB Management Conference story page 39).

While preliminary events on the agenda of the Fourth Annual NAB Engineering Conference got under way Wednesday, actual discussions of technical developments opened Thursday morning with the reading of a series of technical papers covering the new and the novel aspects of radio engineering.

More pronounced than usual was the emphasis on the practical economics of broadcast and telecast engineering. Several times during the Thursday-Friday sessions this phase of technical progress was discussed. It was slated for heavy emphasis Saturday morning. Judging by indications during the opening days of the conference, the highlight of the four-day agenda was expected to be the Saturday mornnig FCC-Industry Roundtable, an annual event that has brought better understanding of common problems affecting the regulatory and operating sides of broadcasting and television.

Mr. Bailey

These practical problems were discussed at length during an all-day meeting of the NAB Engineering Committee. The committee convened Wednesday morning.

Members Preside

Members of the committee presided at the three-per-day sessions of the Engineering Conference, along with Neal McNaughten, NAB Engineering Director. They served in an advisory capacity to Mr. McNaughten in the advance conference arrangements, with Jessie Basnight, of the Engineering Dept., as assistant.

Not officially billed as a conference topic was the unsettled NARBA situation. Committee members worked over the NARBA stalemate at length and industry engineers were expected to bring up the topic at the Saturday morning roundtable.

On the Saturday morning agenda, prior to the roundtable, were two papers. W. Earl Stewart, member of the NAB Recording & Reproducing Standards Committee, was scheduled to open the Saturday proceedings with a review of advances in magnetic recording, outlining the advantages of standardization and taking a peek into the future of this newer form of sound reproduction. George Adair, Washington consultant, was to explain the FCC's audio proof of performance measurements and suggest ways of recording these measurements and utilizing them.

Richard P. Doherty, NAB Employe-Employer Relations Dept. director, was to explain the need of harmonious employe relations in the engineering department as a means of attaining operating efficiency and keeping expenses at a minimum.

Following Mr. Doherty on the agenda was the FCC-Industry Roundtable, with Stuart Bailey, of the Jansky & Bailey consulting firm, serving as moderator. Appearing for the FCC were to be Curtis Plummer, recently named chief engineer; John A. Willoughby, assistant chief engineer; James E. Barr, chief, Standard Broadcast Division; Cyril M. Braum, chief, FM Broadcast Division; Edward W. Allen, chief, Technical Research Division; Edward W. Chapin, chief, Laboratory Division.

Industry Representatives

Scheduled to appear for the industry were Raymond F. Guy, NBC; E. K. Jett, WMAR-TV Baltimore; E. M. Johnson, MBS; William B. Lodge, CBS; Frank Marx, ABC; Robin D. Compton, WOIC (TV) Washington, and Mr. McNaughten.

Only remaining Engineering Conference event, following the roundtable, was to be a meeting of the NAB Recording & Reproducing Standards Committee, scheduled for 3 p.m. This committee has been working nearly a decade to bring uniformity in the equipment, processes and standards involved in various types of recording. Many of the standards are in worldwide use and those developed by the committee from time to time have been gaining equal recognition.

Among the new standards developed by various subcommittees are those covering wow factor (reproducing), turntable platen (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reel and primary standard flange, accommodating 30 minutes of recording.

Delegation Arrival

Delegates to the Engineering Conference started arriving late Tuesday. Large numbers registered Wednesday morning and afternoon, utilizing the relatively free day to inspect in detail the heavy equipment exhibits in the Stevens' Exposition Hall and the light equipment shown on the "Magical Fifth Floor."

Exhibitors presented for the first time some of the latest refinements in transmitters, towers, turntables, amplifiers, studio consoles, and similar devices. [Exhibits were described in the April 10 BROADCASTING]. Many engineering delegates planned to inspect exhibits over the weekend with their station's top management delegates.

This annual display of equipment as well as program, research and other forms of broadcast services is arranged by Arthur C. Stringer, assistant NAB secretary-treasurer, assisted by Lucille Griffin, of the NAB headquarters staff. Mr. Stringer and Miss Griffin

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Side Meetings

(Also see Convention Agenda page 22)

Saturday, April 15—NAB board luncheon and meeting, Lower Tower, Rm., 12:30 p.m.

University Assn. for Professional Radio Education, PD 2, 9 a.m. (meets Sunday also).

MBS board of directors, Ambassador East Hotel, 10 a.m.

NAB Recording & Reproducing Standards Committee, South Ballroom, 3 p.m.

Sunday, April 16—NAB Golf Tournament for BROADCASTING-TELECASTING trophy, Tam O'Shanter Course—busses leave hotel at 8:45 a.m.

ABC Station Planning & Advisory Committee, Ambassador East Hotel, all day.

BMI board, PD 6, 9:30 a.m.

MBS affiliates, Upper and Lower Tower Rooms, 3-5 p.m.

NAB Employe-Employer Relations Chairmen, PD 12, 4 p.m.

Council of Radio Journalism, PD 5, 7 p.m.

Monday, April 17—Clear Channel Broadcast System stations, PD 1, 9 a.m.

NAB Convention Resolutions Committee, Rm. 706, 10 a.m.

BMI-NAB Oldtimers Dinner, Ambassador East Hotel, 6 p.m.

Tuesday, April 18—Annual scratch of "Flea Circus," 5:30 p.m.

NARBA PROBLEM

NAB Engineering Group Mulls

CUBAN and Mexican interference with U. S. broadcast service occupied most of an all-day meeting held Wednesday by the NAB Engineering Committee as the NAB Engineering Conference opened at the Stevens Hotel, Chicago (see main Engineering Conference story, this page).

The committee recessed late Wednesday and planned to meet again Friday afternoon to go further into the NARBA situation. No recommendations were adopted Wednesday but it was indicated the committee might have a series of suggestions for submission to the NAB board at its Saturday (April 15) meeting. Originally the board had planned only to discuss the naming of a general manager.

Neal McNaughten, NAB Engineering Dept. director, reported on NARBA developments starting with the Montreal sessions last autumn and continuing with accounts of his Havana and Mexico City observations. Committee members joined in an exchange of views led by Chairman A. James Ebel, WMBD Peoria, Ill.

It was the first committee meeting since the 1949 NAB Engineering Conference. Members were told by Mr. McNaughten that Mexico is making a series of skywave measurements. These have just started and may require several months for recording and analysis.

Desire for extension of FCC skywave curves to latitudes below 35 degrees was expressed by Mexico, Mr. McNaughten said, recalling that Canada inspired extension of the curves into higher latitudes.

NAB President Justin Miller attended the meeting and took part in the NARBA discussions.

Agenda Endorsed

The Committee enthusiastically endorsed the agenda for the Engineering Conference and adopted a resolution calling for a similar meeting in connection with the 1951 NAB Convention Week.

Mr. McNaughten reported a continued demand for the newly revised NAB *Engineering Handbook*, of which 1,400 copies have been distributed to members plus another 500 sold separately. He suggested the committee take a position on the type of activities the Engineering Dept. should handle in view of the growing membership demand for advisory services and the increased pressure coming from international developments. Prospect of a resumption of NARBA meetings in the U. S. next summer ar auumn was discussed.

Report on new recommendations of the NAB Recording and Reproducing Standards Committee was discussed. These were taken up at a committee meeting Saturday.

The committee reviewed the FM protection situation. NAB last week had asked the FCC to hold a hearing on the proposal to give further protection to Class B FM stations in Area 2 as a means of improving service in rural areas [BROADCASTING, April 10].

Suggestion was made that the FCC clean up its AM Engineering Standards.

Attending the Wednesday meeting, besides Messrs. Miller, McNaughten and Ebel were Jack R. Poppele, WOR New York; E. M. Johnson, MBS; K. W. Pyle, KFBI Wichita, Kan.; Oscar C. Hirsch, KFVS Cape Girardeau, Mo., and Frank Marx, ABC.

'UNIFORM POLICY'

FCC Urged To Consider Case-by-Case

FCC WAS TOLD last week that its "uniform policy" toward violations on non-radio laws should be to adopt no uniform policy other than a case-to-case approach.

Most of the dozen briefs and statements filed by Monday's deadline dealt primarily with the weight which FCC should give—or not give—to applicants' anti-trust law involvements, a question which is holding up Commission action on a number of applications.

Almost uniformly, they held that law violations—whether anti-trust laws or others—should not be taken into consideration unless they relate to "character" and raise questions as to the probability that the violator-applicant will operate "in the public interest."

The hearing, originally called last January [BROADCASTING, Jan. 30], is set for April 24.

The Justice Dept., only non-radio organization to file a brief, contended that an applicant's anti-competitive practices should be considered whether they involve actual anti-trust violations or not. Even the Justice Dept., which limited its comments to "anti-competitive conduct," felt FCC should approach the problem on a case-to-case basis.

Cites Congress Policy

The department contended Congress intended the broadcasting industry to operate "on a competitive and not a monopolistic basis," and that it is "of the greatest importance that licenses . . . be awarded to those who will exercise the proper self-restraint and avoid misuse of their powers."

The Commission's function in passing upon license applications, Justice Dept. said, is to determine "probable future conduct in relation to the public interest." A "single misstep many years ago," the department conceded, might not be a fundamental factor if the applicant has not more recently displayed anti-competitive inclinations. But, "unlike remoteness in time, the fact that the applicant's conduct is remote from the communications field should make little difference," the brief asserted.

"Such practices as false advertising, discrimination against customers, the use of boycotts, predatory action against competitors, etc.," the department contended, "become all the more dangerous—and the applicant who uses such practices all the more objectionable as a licensee—because of their adaptability to the communications field."

Justice Dept., whose brief was filed by John S. Stedman, special assistant to the Attorney General, also apparently assumed that monopoly of communications is involved "when the only newspaper in a community seeks a license to operate the only broadcasting station."

Among the others who filed briefs or statements, former FCC Chairman James Lawrence Fly felt the questions posed by FCC in calling the hearing are "naive" and "represent a childish groping for certainty."

"With all deference, " he wrote, "I suggest there is no trick substitute for sound judicial and administrative discretion."

He felt that proof of "serious violations of law" is "clearly pertinent on the issue of character." But he pointed out that offenses vary. The important consideration is the "quality of the offense and its current impact upon the question of character," he said.

Attorney Paul A. Porter, another former FCC chairman, filed a brief for Paramount Pictures Corp. denying that FCC has power to effectuate any uniform policy which would deny broadcast licenses on the ground of a previous law violation.

He noted that Paramount signed a consent decree in the recent motion picture anti-trust case, and contended that therefore the "industrial structure which occasioned the assailed practices" has been destroyed. The purpose of the anti-trust laws is remedial, not punitive, he said, contending that denial of Paramount's television applications would represent a penalty contrary to the concept of anti-monopoly legislation.

Mr. Porter claimed FCC may not put inherent significance on anti-trust violations outside the communications field. He also cited court decisions holding "that a discontinued violation of the anti-trust laws is no ground for withholding the enjoyment of a patent, which, like a broadcasting license, 'is a privilege which is conditioned by a public purpose.' "

Westinghouse Electric Corp., dealing with the question of anti-trust violations, maintained that FCC's authority is "limited to . . . violations that have some direct and proximate bearing upon the public interest in radio communication," and does not extend to "a field of business unrelated to radio communication."

The brief, filed by Westinghouse Attorney John W. Steen, said the company had been involved in past anti-trust cases, but pointed out that they reflected in no way upon Westinghouse's ability to operate radio stations. He cited the company's broadcasting record as proof of its ability to operate in the public interest.

NAB Files Brief

NAB, in a brief filed by General Counsel Don Petty and Attorneys Vince Wasilewski and Sidney Farr, asserted FCC has no authority to establish a uniform policy on non-radio law violations.

The brief contended that Constitutional limitations prohibit Congress from granting FCC the power to make law; that Congress did not delegate authority to establish the proposed uniform policy, and that, additionally, establishment of such a policy would go beyond the Communications Act and violate the Administrative Procedure Act.

On behalf of Warner Bros.' KFWB Los Angeles, Washington Attorney John P. Southmayd reminded FCC it has consistently handled the question of law violations on an individual or comparative basis, and said: "It seems impossible to adopt a statement of policy sufficiently flexible to cover the individual factors and circumstances necessarily involved in widely varying violations or alleged violations of law—federal, state, and local, civil and criminal."

Although Warner Bros. was in-

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Our Suite

HEADQUARTERS of BROADCASTING during the NAB Management Conference are at the Stevens Hotel in Suite 1206.

STATEMENT BY JUDGE JUSTIN MILLER, NAB PRESIDENT

THIS YEAR'S NAB Convention . . . will reflect the growing consciousness of broadcasting's impact upon the affairs of the world and its responsibility for helping to shape the world of the future.

Some of the world's most important men, leaders active in world affairs . . . will be speaking to men who are, also, in their way, vitally important in the generating of ideas concerning world affairs and the communication of those ideas by broadcasting. All this is in conformance with the established policy of the Association that the annual convention shall be a top-level management conference, as distinguished from the District Meetings which are conducted on a workshop basis, and at which bread-and-butter considerations such as selling, are given top billing.

JUDGE MILLER

But a convention planned and programmed on a management level does not exclude the workshop phases. The exhibit hall, the Engineering Conference, the meetings devoted to FM, to TV, and to the interests of non-affiliated stations all provide rich substance for broadcasters whose interests lie in those directions. At the business meeting on Tuesday morning, opportunity will be afforded for discussion of important industry issues, which this year will include consideration of the proposed new BAM. Moreover, the staff directors of NAB will be available throughout the convention for individual consultation. Members are urged to get in touch with them for the discussion of subjects of particular interest.

Conventions Produce Results

These, then, are some of the reasons why NAB conventions are popular and productive. The scheduled program gives color, form, authority and sanction upon the management level. The collateral activities provide outlets for particular interests. NAB specialists are available for professional consultation and advice. But after the work of the planning committee and the NAB staff are done, the broadcasters themselves make their own convention, in every sense of the word.

Perhaps most important of all, is the opportunity which is provided for broadcasters from all over the country to come together in twos and threes to compare notes and trade experiences. Put two such persons in the same room and constructive ideas are sure to emerge; revenue-producing ideas, programming ideas, and others affecting all phases of broadcasting. Broadcasting is like that: its practitioners, even those who are least vocal, are men of ideas. They are, in the best sense, pioneers whose art and profession depend upon the creative resiliency of their minds; upon their capacity to work effectively—with kinetic energy it might be said—in the unsettled complex of ideas which characterizes present-day civilization.

This 28th annual membership meeting promises to be one of the best in the association's history, with major decisions to be made. It should not be missed by broadcasting management.

ABC STOCK UP

Profit Report Brings New High

A REPORT that ABC showed a profit in the first quarter of 1950 touched off a buying spree that sent the network's stock to a new high —$12.75—on The New York Stock Exchange last Tuesday.

The report was made by Edward J. Noble, ABC chairman of the board, at the annual stockholders' meeting. News of the favorable earning picture spread quickly to Wall Street, and heavy trading in the closing hour of the day moved the stock in an advance of 1⅜ above its closing price the day before.

Amount Not Disclosed

Mr. Noble did not disclose the amount of profit earned by the network in the first quarter of 1950. That ABC showed a profit at all was regarded a measurable improvement over its reports for the similar period last year. In the first quarter of 1949 ABC had a net loss of $64,010.

The ABC chairman of the board and majority stockholder said that television financial prospects were also brightening. Mr. Noble told the stockholders that the network's five owned and operated television stations were still operating in the red but that three of them ought to break into the black this year.

He predicted that within a few months KECA-TV Los Angeles would show a profit and that KGO-TV San Francisco and WXYZ-TV Detroit would get into the black soon afterward. WENR-TV Chicago and WJZ-TV New York are in for a longer pull, he said.

The network's net revenues (after discounts) in television were more than half a million dollars in the first quarter of 1950, Mr. Noble said. In the same period of 1949 net revenues were $30,000.

Within minutes after the stockholders' meeting was told of the financial gains, the stock market flurry in ABC trading began. A total of 41,300 ABC shares was traded during Tuesday.

The brisk trading made ABC the second most active stock on the exchange on Tuesday. It was led only by RCA whose shares listed on the exchange are more than 10 times the 1,689,017 shares of ABC outstanding. (RCA prices slipped ⅜ Tuesday while ABC's were rising 1⅜. But on Monday RCA prices reached a record high for the year, at one point going for $20. The heavy RCA trading was believed to be due at least partly to the declaration of an extra 25-cent dividend last Friday.)

Sale Rumors Denied

Mr. Noble also vigorously denied rumors of an impending sale of ABC. In response to a question raised at the stockholders' meeting, Mr. Noble said that such rumors were without foundation. He pointed out that he had not sold "a single share" of his own ABC holdings—901,667 shares owned directly and 64,000 controlled by members of his family and a foundation of which he is trustee.

All incumbent members of the ABC board were re-elected at the meeting. The board, in turn, re-elected all officers of the firm.

STATEMENT BY PAUL B. WEST, ANA PRESIDENT

THE OPPORTUNITY offered by BROADCASTING to have a share in greeting the radio industry at the time of the NAB annual meeting is always gratifying. This year, however, it is particularly so.

Our ANA spring meeting is just over. Naturally, radio and television were on the agenda. And, let me say right at the outset, few, if any subjects on our program elicited the interest of advertisers to the extent our radio session did.

Mr. WEST

We were fortunate in our speakers. Such prominent members of your industry as Niles Trammell and Frank Stanton as well as A. N. Halverstadt, Procter & Gamble Co.; Howard M. Chapin, General Foods Co.; Robert B. Brown, Bristol-Myers; Leonard T. Bush, Compton Adv.; Marion Harper Jr., McCann-Erickson Inc.; and A. C. Nielsen, A. C. Nielsen Co. were on the panel. What was done at this session of our meeting has already been reported by the press. But some of the questions put to this group will, I believe, be of interest. They are indicative of what advertisers are thinking and are, in many ways, as significant as the answers themselves.

Television's growth, naturally, was one of the first things ANA members wanted to hear about. They asked: "How long is the freeze likely to continue?" "What are the estimates for future television set ownership?" "When can we expect television time costs per thousand

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Philip Morris Moves

PHILIP MORRIS Ltd. (cigarettes) May 9 moves *This Is Your Life* with Ralph Edwards from NBC to CBS, Tuesday, 9:30-10 p.m. Biow Co., New York, is the agency.

OKLA. ASSN.

Bernard Heads New Group

FORMAL organization of the Oklahoma Broadcasters Assn. has been completed by the election of officers, it was announced last week. By mail ballot, 25 AM and TV broadcasters elected J. J. Bernard, manager of KOMA Oklahoma City, as president.

Other officers of the newly formed association are:

L. F. Bellatti, manager, KSPI Stillwater, vice president; George Tarter, manager, KCRC Enid, secretary, and P. A. Sugg, manager, WKY Oklahoma City, treasurer. Named to the board of directors, other than the officers, were Helen Alvarez, manager, KOTV (TV) Tulsa; Allan Page, manager, KSWO Lawton; Harold King, manager, KHBG Okmulgee; John Esau, manager, KTUL Tulsa, and Albert Riesen, manager, KVSO Ardmore.

As outlined by President Bernard, the purposes of OBA as an affiliation of AM and TV stations is to represent the industry before government and business and to present a "common front for the advancement of the industry and general benefit of AM and TV business."

The charter membership of OBA is comprised of the following outlets:

KADA Ada, KWHW Altus, KVSO Ardmore, KWCO Chickasha, KRHD Duncan, KSEO Durant, KCRC Enid, KSWO Lawton, KTMC McAlester, KMUS KBIX, both Muskogee; KNOR Norman, KBYE KLPR KOCY KOMA KTOK KTOW WKY, all Oklahoma City, KHBG Okmulgee, KSPI Stillwater, KOME KOTV KRMG KTUL, all Tulsa.

'GAMBLING' PROBE

Senate Hearing Opens

SENATE subcommittee hearings on the Justice Dept. bill (S 3358) to control broadcasts and other interstate transmissions of "gambling information" are slated to get under way today (Monday) following postponement of sessions originally scheduled for last Tuesday.

Instead of starting hearings as scheduled [BROADCASTING, April 10], the communications subcommittee of the Senate Interstate and Foreign Commerce Committee conferred in closed session with Justice Dept. officials last Tuesday on the intent and impact of the proposed anti-gambling legislation.

Attorney General J. Howard McGrath — whose absence from Washington was given as primary reason for postponing the hearings last week—heads the list of witnesses scheduled to appear today, along with James M. McInerney, assistant attorney general in charge of the Justice Dept.'s Criminal Division. No date has been set for the testimony of FCC Chairman Wayne Coy, who had been supposed to testify at last Tuesday's session.

FCC is known to oppose the bill, contending it is too complicated and would create too great a policing burden for the Commission. FCC prefers a bill which would provide, with less complexity, for a ban on broadcasting, telecasting, or common-carrier transmissions of information on bets, odds, and prices paid in gambling on sports events.

Interstate Ban

The Justice Dept. bill would forbid interstate transmission of "gambling information" on sports events, and in the case of horse races would require stations to delay the broadcast of details for at least an hour after the races are run. Stations would be limited to the broadcast of one horse race per day.

Sen. E. W. McFarland (D-Ariz.), head of the Senate commerce committee's communications subcommittee, reiterated that radio and TV station representatives will be given a chance to give their views on the measure. Sen. Ed C. Johnson (D-Col.), chairman of the Senate commerce committee, introduced the legislation but made clear that he was acting on request of the Justice Dept. and did not necessarily endorse the proposal.

He said that actually he felt "there is a border line between gambling information and legitimate news," and that Constitutional guarantees of freedom of information might be involved.

Meanwhile it appeared that Sen. Johnson's separate resolution calling for a more far-reaching investigation of gambling in interstate commerce had been shelved. Senate Democratic leaders, faced with

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The Saga of Tin-Pan Alley

BMI's Decade

BMI President Carl Haverlin does the birthday honors.

TEN YEARS AGO the broadcasting industry organized a new music licensing and publishing firm in the hope that it would ease a musical monopoly that had beset it, with progressive oppressiveness, during most of radio's history.

This month Broadcast Music Inc., the organization established and wholly owned by broadcasters, is celebrating its tenth birthday. It could claim ownership and control of copyrights of several hundred thousand compositions in every musical category. During 1949 actual logged performances of BMI music exceeded 18.5 million on stations and networks.

Officials of BMI like to say that this vast repertoire and its use have cost broadcasters nothing. The explanation is that the industry is paying less today for both BMI and ASCAP music than it would have paid to ASCAP alone if the ASCAP proposal of a 7% license fee in 1940 had succeeded.

The introduction of competition into the performing rights field effectually lowers costs, expanded the available repertoires and created new catalogues in all musical classifications, it is the contention of BMI.

Early Picture Dim

Things did not look so bright in the years before the organization of BMI.

The problem of performing rights fees had plagued broadcasters for nearly 20 years, defying solution through a series of litigations, complaints to Congress, intra-industry debates and discussions. The problem had begun to reach a head in the summer of 1939 at a convention of NAB.

At that convention the NAB Music Committee which had been appointed to negotiate a new contract with ASCAP reported it had been unsuccessful in obtaining a proposal from the society.

Proposal was sought on the terms to be met when the current pact between ASCAP and the broadcasters ran out on Dec. 31, 1939. Nearly 400 stations represented at the convention went on record as endorsing the position of an equitable payment for the use of music by radio and at the same time authorized its negotiating committee to continue its efforts to set a new agreement. Also, the broadcasters sought a clause permitting such stations as wanted it a per-piece or per-program license, should they not desire a costly blanket license based on all their revenues, and programs, whether or not they were all music.

At the same time the convention authorized its committee to take steps to provide music other than ASCAP in the event further efforts at a new pact failed and a special convention was to be called in Chicago not later than Sept. 15, 1939, to vote funds which might be needed for such measures. Meanwhile the NAB committee was to meet with an ASCAP committee on Aug. 3, 1939. On that date a lone ASCAP official, the late John G. Paine, general manager, stated that the president (Gene Buck) had gone on an extended vacation and he, Mr. Paine, had no authority to discuss a proposal, since there wasn't one to discuss.

Organization Planning

Without ado the committee set a proposed special convention in Chicago for Sept. 15, and there the machinery was set in motion to organize "an independent source of supply of music." At the same time, a New York attorney and copyright expert, Sydney M. Kaye, was appointed as special counsel and he quickly proceeded to crystalize what the broadcasters had in mind. At the meeting he presented a plan for setting up a music licensing organization that would be the property of the broadcasters, all prepared within the month.

In Chicago, some 250 broadcasters were in attendance at the NAB special meeting and they agreed to contribute 50% of their 1937 ASCAP fees, pledging themselves to a minimum of $1.5 million to get the proposed new music organization under way. One month later, Oct. 14, 1939, the state of New York granted a corporate charter to Broadcast Music Inc. Almost coincidentally, the president of ASCAP, Mr. Buck, set up a new committee to draft a radio contract. The newly born BMI, under the leadership of Mr. Kaye, was now closing ranks in its drive to organize and on Feb. 15, 1940, BMI was declared operative. Exactly 246 stations pledged $1,140,375 as a starter.

Ten years ago, April 1, 1940, BMI began licensing radio stations.

Some weeks before, on March 21, ASCAP had suddenly called to its offices a special group of hand-picked broadcasters, network and station men, and presented to them its new terms for use of its music on and after Jan. 1, 1941. It was a 100% increase in ASCAP revenue from radio, particularly from networks and large stations.

Small Station Aid

Some small outlets which were barely weathering the depression and had little income anyway, were going to be let off lightly.

Objective of BMI and the broadcasters was to build up a huge stock of non-ASCAP music to keep stations and networks on the air after Dec. 31, 1940. BMI went about coordinating an ample body of music not controlled by ASCAP of every classification. This non-ASCAP music was obtained from three principal sources: (1) Popular songs by independent authors and composers, (2) music of non-ASCAP publishers and performing rights societies, and (3) new copy-

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By J. R. POPPELE, TELEVISION BROADCASTERS ASSN. PRESIDENT

TELEVISION'S maturity as an important new industry on the American scene has been swift and startling. Its enormous impact on existing media has bowled over many who were unprepared for such important growth in so short a time. Fortunately, there were large segments which sensed the possibilities years ago and are today making the most of what is likely to be a happy situation for years to come.

Mr. POPPELE

Periodic conclaves, bringing together as they do the best minds in all phases of broadcast operations, are a healthy sign, for they demonstrate the awareness of the industry to problems that are current and that lie ahead. The technical papers to be presented during the NAB Convention indicate that broadcasters are alert to new trends and are coping with them. The economics of television, as they affect all branches of broadcasting, must also be reviewed from time to time.

It is apparent that only by tackling problems with honesty and conviction can the hurdles on the road ahead be surmounted. Television is proving a challenge in many ways, but none greater than the challenge to all parties to make the most of its unlimited potentialities.

'LIGHTNING'

Schwerin Tests Public Reaction

By ED JAMES

ALL-RADIO promotion film, "Lightning that Talks," has been tested by Schwerin Research Corp. before an audience that was representative of the general public. The results of the audience reaction analysis are being used as a guide in the production of new versions of the film, BROADCASTING learned last week.

One significant discovery turned up by the Schwerin test was that the audience, after seeing the film, was overwhelmingly affirmative in answering the question: "Do you believe that radio advertising sells more goods than newspaper advertising."

Majority Affirmative

In response to that question, 71% said yes, only 14% no. The other 15% expressed no opinion.

The Schwerin firm showed the film at one of its regular screening sessions a fortnight ago at New York's Museum of Modern Art. The some 300 members of the testing audience were described by the Schwerin company as "fairly representative" as a cross-section of the general public.

Schwerin used the same fundamental techniques in analyzing the film that it uses in charting audience reaction to other films and radio and television programs.

At numerous points throughout the screening of "Lightning" the audience was asked to express its liking or dislike for that particular part of the film. At the end of the screening additional questions were asked.

On the whole, the audience was not enthusiastic about the entertainment value of the film, a result that was to be expected in the view of the Schwerin company. The film shown to the test audience was the full 38-minute version that was produced for presentation within the advertising trade, and much of it was too esoteric to be appealing to a more general audience.

The profile of the audience reaction to various parts of the film is being used, however, as a guide in the production of two different 20-minute versions of the picture now underway. One of these versions is intended to be confined to the sales stories in the full-length picture, and it will be presented only within advertising circles. The other version, to be aimed at more general presentation, will contain elements from the original picture that are of broader appeal.

Audience Response

Questions asked after the screening, and the responses were:

Did this picture hold your interest?—yes, 37%; no, 58%; no opinion, 5%.

Would you like to see this picture shown in your local movie theatre?—yes, 18%; no, 75%; no opinion, 7%.

Did you like the acting?—yes, 32%; no, 58%; no opinion, 10%.

Did you think this picture was true to life?—yes, 56%; no, 23%; no opinion, 21%.

The two 20-minute versions of "Lightning," like the full-length film, are being produced by IMPS—International Movie Producers' Service, New York, under the supervision of Victor M. Ratner.

The first of the two—the one concentrating on sales elements—is scheduled for release soon. A new sound track is said to have been produced to overcome objections to the quality of the sound on the original film, and general technical improvements are said to have been made.

The Schwerin Corp. conducted the test without fee, as a service to the All-Radio Presentation Committee.

THESE executives from New York, Boston and Worcester, Mass., were among those who attended the dinner in Worcester on March 30 when George F. Booth, president of WTAG-AM-FM Worcester, received the first annual Isaah Thomas Award "for distinguished community service." L to r: Seated, Harold E. Fellows, WEEI Boston, manager of New England operations for CBS; Joseph H. Ream, New York, CBS executive vice president; Herbert V. Akerberg, New York, CBS vice president in charge of station relations; Paul H. Raymer, New York, president, Paul H. Raymer Co., WTAG's national sales representative; standing, Herbert L. Krueger, WTAG commercial manager, and Robert W. Booth, general manager of WTAG.

AWB CHAIRMEN

Elected for 8 Districts

ELECTION of eight women broadcasters as district chairmen of the Assn. of Women Broadcasters was announced last Tuesday by NAB, parent AWB organization. New chairmen, comprising even-numbered NAB-AWB Districts 2 through 16, will take office following AWB's annual convention in Cleveland June 1-3.

Balloting for the chairmen was conducted by mail. Committee of three active AWB members—Mary Pauline Perry, publicity director, and Ruth Crane, women's director, WMAL-AM-TV Washington, and Nancy Osgood, women's director, WRC Washington—met with NAB President Justin Miller and AWB Secretary Bette Doolittle to canvass ballots and elect the chairmen. (Other district chairmen are elected during odd-numbered years.)

Chairmen elected were:

District 2 (N. Y. and N. J.): Doris Corwith, director of talks and religious broadcasts, WNBC New York; District 4 (D. C., Va., W. Va., N. C., S. C.),: Alice Brewer White, women's director, WTAR-AM-TV Norfolk, Va.; District 6 (Ark., Miss., La., Tenn.): Elizabeth Alford, program director and continuity editor, KRMD Shreveport, La.; District 8 (Mich., Ind.): Edythe Fern Melrose, WXYZ-AM-TV Detroit, Mich.; District 10 (Iowa, Mo., Neb.): Doris Murphy, women's program director, KMA Shenandoah, Iowa; District 12 (Kan., Okla.): Ethel Jane King, women's director, KFH Wichita, Kan.; District 14 (Col., Idaho, Mont., Utah, Wyo., N. M., part of S. D.): Evadna Hammersley, program editor, KOA Denver, Col.; District 16 (Ariz., Southern Calif.): Anita Chester, administrative assistant, public affairs department, KNX Los Angeles, Calif.

'LIGHTNING' VALUE

'Foot in Door'—Gray

RADIO'S celluloid salesman "Lightning That Talks," can be and will be used as a "foot in the door." Of course it is not a panacea—it's a sales tool.

That's the opinion of a broadcaster who has been instrumental in bringing the trade's motion picture to the advertiser - salesman's contract anteroom.

Mr. Gray

In an interview with BROADCASTING last week, Gordon Gray, WIP Philadelphia vice president and chairman of the All-Radio Presentation Committee, reviewed the film's reception in the cities where it has been shown and mulled "Lightning's" future.

The broadcaster who makes "intelligent" use of the film, Mr. Gray said, "will undoubtedly capitalize on it." It is important for industry people to realize that the motion picture "was very much oversold" as an idea and "regarded as a panacea, which, of course, nothing ever is," he pointed out.

In recent weeks, Mr. Gray observed, reports of satisfactory reaction in viewing have been coming in to the committee from retailers and regional advertisers, rather than broadcasters. In light of this, he continued, it is necessary for the latter to approach the film "not as broadcasters but as retailers and regional advertisers, for apparently through their eyes the film does impress on them the great power of broadcast advertising."

Presentation Important

With this understanding of the film's role, Mr. Gray believes "if the subscribers will use it (the film) and then follow through intelligently, they will get a good return on their investment." Intelligent use of the film, he said, takes in a few pointers in presenting the motion picture to viewers.

First, the subscriber needs to understand that a 16mm film is never as good as a 35mm film, he explained. "Therefore, when showing the 16mm there should by all means be a rehearsal of the film."

Enlarging on this important factor, Mr. Gray gave this illustration: In the showing before the Radio Executives Club at the Hotel Roosevelt in New York, the film technician failed to run it through rehearsal. The lighting was bad and the sound mushy. But when seeing the same film in better circumstances, he said, it was perfect. "Anyone who is showing it should be sure to run the film off first to see that conditions for showing are proper," Mr. Gray said.

After Philadelphia subscribers looked at the film under good showing conditions, Mr. Gray found they decided to rent a theatre rather than use a dining room to permit favorable viewing conditions and to permit more people at the showing. "I think that wherever possible the film should be shown in a theatre and I think that subscribers will find that that is as economical a way of showing it as any," Mr. Gray emphasized.

Second, there is no doubt that

(Continued on page 58)

EYES ON RYAN

As Board Mulls NAB Manager

ATTENTION focused mainly on one person—William B. Ryan, of KFI Los Angeles—for the newly created post of NAB general manager, on the eve of the NAB board's pre-convention meeting scheduled at noon Saturday (April 15). It was to be the old board's final meeting.

At a series of meetings held since the board's February session in Arizona, a special board committee has scanned lists of persons whose names were mentioned. No definite information has been given out by the committee but it is known that Mr. Ryan's name has been at the top of the list from the start.

The advisory committee was appointed to assist President Justin Miller in finding the best man for this key job, the board having felt that a general manager must be put at NAB's operating helm.

Define Authority

As the convention approached, the committee is understood to have taken up the problem of defining the exact authority and duties of the general manager. Mr. Ryan is said to have made it clear that he would not be interested in the job unless it carried extensive powers over the general operations of the industry's association.

Members of the special board committee are Clair R. McCollough, WGAL Lancaster, Pa., retiring small-station director, as chairman; Harold E. Fellows, WEEI Boston, District 1 director; Howard Lane, WJJD Chicago, retiring large-station director; Robert D. Swezey, WDSU-TV New Orleans, TV director-at-large; Calvin J. Smith, KFAC Los Angeles, District 16 director. Mr. McCollough was chairman of the board structure committee that drew up the NAB reorganization completed in February.

Ryan Background

Mr. Ryan was named general manager of KFI-KECA Los Angeles Feb. 15, 1943, when the stations were operated jointly. He had served as a teacher of marketing and business administration at Santa Clara U. and U. of San Francisco before joining Foster & Kleiser Co., outdoor advertising firm, in 1928. During his service at that firm he rose to head of agency relations, poster and promotion departments, leaving to enter radio in 1937 as an NBC San Francisco salesman.

A month after joining NBC he

Mr. RYAN

* * *

was named Northern California sales manager. With separation of NBC Red and Blue networks in 1942 he became San Francisco general manager for the Blue, and directed operation of KGO San Francisco. At San Francisco he was prominent in music circles.

Mr. Ryan married Gladys Louise Marx Dec. 29, 1928. He is a past president of the San Francisco Advertising Club. Moving to Los Angeles, he attained national stature at KFI and during the mid-'40s served on the NAB board.

Last January Mr. Ryan was elected to the NAB board for two years as a director-at-large representing large stations (see board story page 49).

STATEMENT BY FREDERIC R. GAMBLE
AAAA PRESIDENT

OUR best wishes to the National Assn. of Broadcasters for a successful convention and year ahead.

The past year, it seems to us, has been a good one in our agency-broadcaster relationship. Not only have time sales continued to increase; but national spot advertising showed the largest gain of any type of radio business.

Mr. GAMBLE

The share of radio volume now developed and serviced by advertising agencies—well over half of the total volume—is a mutual and sizable responsibility.

This advertising must be soundly placed, if it is to pay the advertisers and bring in new and repeat business. For that reason, agencies are deeply grateful for BMB Study No. 2. We are looking to the new BAM to find the means for continuing standardized and comparable audience measurements which agencies so badly need.

The advertising must also be soundly planned by competent agencies, if it is not to fail and jeopardize the further use of broadcasting. Broadcasters, in their own interest, should be maintaining high standards for recognizing agencies and some machinery for recommending them, such as that long enjoyed by nearly every other media group.

Not least, advertising must be paid for!

But agencies must collect from their clients in order to pay media; agencies are not financial institutions. As a financial safeguard, it is high time for many more broadcasters to allow a payment stimulus which agencies may pass to their clients; radio, and especially television, should not lean any longer on the 2% cash discounts allowed by other media.

There is no lack of constructive developments, it seems to us—there is need mainly for their wider adoption and support within the industry. May the 1950 Convention be a further move toward solidarity.

H. McCOLLISTER

Killed in Plane Crash

FOLLOWING Requiem Mass in St. Martin De Tours Church, Brentwood, Calif., Howard Jerome McCollister, 46, his wife Helen Rhea, 46, and their two sons, Howard J. Jr. 15, and Elliott, 13, were buried in San Gabriel (Calif.) Cemetery last Wednesday. They were killed when his single-engine plane crashed and burned at Palm Springs, Calif., airport on April 8.

Nationally known in radio and advertising, Mr. McCollister and his brother Paul W. McCollister, operated their own regional station representative business with headquarters in Los Angeles. Business will continue under direction of Paul W. McCollister, it was announced.

Family were taking off for their Bel Air, Calif., home when caught in a gale near Palm Springs. Returning to the airport, the plane crashed against a runway and following a gasoline tank explosion burst into flames.

Besides his brother, Paul W., surviving Mr. McCollister is his father, Charles M. McCollister of Burbank, Calif. Mrs. McCollister is survived by a sister, Mrs. Donald W. Titsworth of Altadena, Calif.

NAB STRENGTH

Cites Affiliate, FM Units

NAB MEMBERSHIP is strongest in the network affiliate and FM station groups, according to an analysis submitted to the annual convention by C. E. Arney, Jr., secretary-treasurer (see membership review in main convention story page 39).

Of national network affiliates, 62% are NAB members, it was shown. The breakdown: ABC, 68% membership; CBS, 69%; MBS, 54%, and NBC, 69%.

Only 39% of nonaffiliated stations are members, according to the report. FM membership in NAB is 62% compared to 51% for AM outlets and 34% for TV stations. Total membership of 1,726, according to this pre-convention report, consists of 708 network affiliates and 431 nonaffiliates, or 1,139 of the 2,254 AM stations authorized by the FCC. The membership thus comprises 1,139 AM stations, 476 FM and 37 TV stations, plus 74 associates, with 53% of the 3,126 authorized stations belonging to NAB.

District 4 Largest

Largest membership again is found in District 4 (Va., N. C., S. C., W. Va., D. C.) with 224 stations, followed by District 3 (Pa., Md., Del.) with 152 outlets.

By dues classifications, 271 stations as of March 1 were in the lowest group, compared to 329 one year ago.

In an analysis of income and expense for the calendar year 1949, total income amounted to $763,959, consisting of $747,641 from member dues, $3,413 from engineering handbooks, $1,138 from member service subscriptions, $11,390 from rent of the old NAB building, $270 from sale of the Joske report, $8 from National Opinion Research Council and $96.47 miscellaneous. Income totaled $817,236 in 1948 of which $801,943 came from member dues.

Expenses in 1949 consisted of $439,478 salaries, $134,702 general and office expense, $11,910 committee expense, $81,851 travel expense, $53,294 other expense and $39,599 contingent expense.

The 1948 expenses consisted of $396,882 salaries, $99,053 general and office expense, $23,452 committee expense, $76,847 travel expense, $127,091 other expense, a total of $723,327.

Excess of income over expense was $3,120 in 1949 and $93,909 in 1948.

Exposition Hall Show Hours

Saturday	**April 15**	**9 a.m.-5 p.m.**
Sunday	**April 16**	**9 a.m.-5 p.m.**
Monday	**April 17**	**9 a.m.-9 p.m.**
Tuesday	**April 18**	**9 a.m.-5 p.m.**

FCC REVAMPING *Truman Plan Opposed in Senate*

RESOLUTION opposing President Truman's plan to reorganize the FCC was introduced in the Senate last week by Chairman Ed C. Johnson (D-Col.), upon authorization by his Senate Interstate and Foreign Commerce Committee.

The President's proposal, sent to Congress last month, would concentrate FCC's executive and administrative functions in the Commission Chairman [BROADCASTING, March 20].

Sen. Johnson's action was no surprise as he had previously expressed consternation with the breadth and apparent concentration of powers which the plan would vest in the Chairman as contrasted with that of other Commissions. The move by the Coloradan. came quite close to deadline, since, under the Reorganization Act of 1949, proposals affecting each agency would have become effective in 60 days after being relayed to Congress unless disapproved by one or both houses.

Some Time Saved

However, the current House Easter recess which ends tomorrow (Tuesday) has saved some time as a provision of the Act stipulates that recess by either house for more than three days automatically pushes back the expiration date. The deadline now is May 24.

As in the case of other specific objections made to some of the President's reorganization plans, the Johnson resolution will be referred to the Senate Committee on Expenditures in the Executive Departments which must consider the moves prior to Senate action. It appeared likely, according to a spokesman for that committee, that Sen. Johnson's resolution would be considered today and if hearings are to be scheduled, they would start tomorrow.

Capitol Hill observers have contended the proposed FCC reorganization plan, one of 21 affecting government agencies, would give the Chairman a strong hand over the Commission's purse strings, selection of its personnel and assignment of its work. This feeling is shared by Sen. Johnson.

The views have thus been expressed because of the reference to the Chairman's functions under the proposed revision, including "(1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds."

The Senate Interstate Commerce committee also opposed for the same reasons three other similar agency reorganization plans (FTC, ICC and FPC) which had been referred to it.

When the Senate committee received the plan from President Truman, Sen. Johnson said it represented "an extremely important regulatory step" involving "a matter of principle." That principle, he has said, would be the placing of the chairman directly under the executive branch of government, whereas he and other congressional leaders consider such agencies as arms of the legislature.

Drawn for BROADCASTING by Sid Hix

"They've come for the Independent's Day session!"

WILLIAM M. RAMSEY (center), radio director of Procter & Gamble, who will serve as campaign radio chairman for the 1950 Community Chests of America, discusses the program with Charles E. Wilson (l), GE president and general campaign chairman for the Community Chests, and Tom Revere, head of radio and television for Biow Co., New York. Occasion was a campaign luncheon given in New York by Mr. Wilson.

LANGER BILL *Senate Group Shelves Beer, Liquor Ad Ban Proposal*

ATTEMPT by temperance forces to hurry through a ban during this session of Congress on all alcoholic beverage advertising in interstate commerce was aborted last Wednesday by action of the Senate Interstate and Foreign Commerce Committee.

The committee voted 6-3 in executive session to put on ice the Langer Bill (S 1847) which would prohibit beer, ale and wine as well as liquor advertising in interstate commerce. The bill would not have affected local or state advertising.

As a result of the Senate group's decision, a good slice of the radio-television industry's multi-million dollar revenue in network and spot beer-ale-wine advertising has been given a new lease on life.

Companion Bill Shelved

While the Senate committee's action cut the props from under the "dry" groups' far-flung efforts and left the bill's supporters in the lurch, it also slimmed down any hopes of the "dry" block for revival of a substitute bill before Congress adjourns.

A companion measure in the House (HR 2428) to the bill authored a year ago by Sen. William Langer (R-N.D.) has been on the shelf in committee with the lower branch of Congress failing to schedule hearings.

The Senate committee, headed by Sen. Ed. C. Johnson (D-Col.), held hearings on the Langer proposal last January [BROADCASTING, Jan. 16] when "dry" and "wet" groups presented their formal declarations. Since that time opposition to the measure has mounted on Capitol Hill and within the radio-TV industry.

Following the hearings' conclusion, the NAB formally stated its opposition to the proposed legislation. In a letter to Sen. Johnson, NAB stressed that its action did not place it as promoting or condoning liquor advertising that is detrimental to the public interest or not within the Standards of Practice of NAB.

However, the NAB said the bill would in effect "usurp" the function of the states to protect their citizens from alcoholic beverages if they so desire. The NAB emphasized that in addition to its own, the networks' and the stations' codes of practices, there are government regulations which police the advertising of alcoholic beverages.

The FCC had made it plain that while S 1847 would not amend the Communications Act, the "adherence" by station licensees to the bill's provisions would be a factor in determining their qualifications as licensees, if the Langer Bill were enacted.

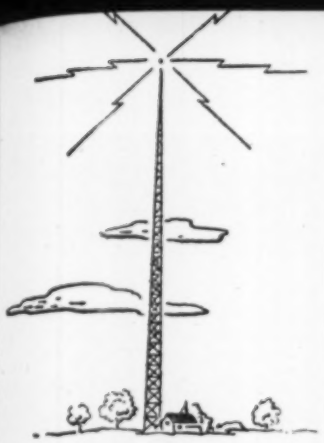
KSTP STRIKE
Will Hire Non-Union Men

SIXTEEN non-union technicians will be hired by KSTP-TV-AM St. Paul-Minneapolis within the next week to fill jobs vacated by members of the International Brotherhood of Electrical Workers (AFL) who went on strike a fortnight ago [BROADCASTING, April 10]. Dispute involved 21 operators for whom the union had sought wage increases in numerous negotiations since expiration of the IBEW contract last Sept. 30. KSTP rejected the proposal on ground that the men's salaries were $15 higher per week than "those of our TV competitor, which has the same rates," said President and General Manager Stanley E. Hubbard.

Mr. Hubbard claims the men left their jobs April 5 "without notice." After hiring five permanent replacements, Mr. Hubbard received word that the international union had ordered the men back to work. The dispute continued, however, when operators reportedly put the station on the air the next day in advance of regular sign-on time. The men were ordered by the station to return home and report for duty at the regular time. This resulted in charges of a "lockout" by union men, who replaced the word "strike" with it on their picket signs, Mr. Hubbard said.

KSTP, in a registered letter mailed to each technician April 8, offered to re-hire 16 men with top seniority among the 21 for the unfilled jobs. They were given four days (until last Wednesday) to return. Late Wednesday Mr. Hubbard reported he had heard nothing from any of the men or from the business agent, Freeman Hurd. The picket line was still formed, he said.

With AM and TV operations "going on normally," KSTP is expected to be staffed fully with 130 persons by next week. Mr. Hubbard said the American Federation of Musicians, also AFL, has refused to recognize the picket line, on vote of St. Paul members.



A Promotion Aid for Stations

. . . . So You're 25 Years Old

RADIO, once the callow prodigy of advertising and entertainment has grown to maturity. The industry's elder statesmen—the Snyders, Megargees, Morencys—and an ever-increasing host of veterans have seen their radio operations roll past the quarter-century-old mark.

To observe these various silver anniversaries, station personnel have expended great effort to indelibly mark the occasion in local, state and industry history. As a guide to other stations who are approaching such milestones, BROADCASTING reviews a few of the activities at some of the stations which successfully promoted and commemorated 25th birthdays.

On Jan. 12, WGBI Scranton, Pa., which was founded by the late Frank Megargee, celebrated its silver anniversary of broadcasting. On hand to offer congratulations were civic leaders, radio personalities and executives. Hundreds of letters, telegrams and transcriptions were received during the anniversary celebration.

The Scranton Chamber of Commerce awarded WGBI a certificate of merit and achievement. Mrs. M. E. Megargee, now president of the station, received the award.

Puzzle Gimmick

But WGBI was not only on the receiving end on this auspicious occasion. Four hundred personal letters were sent to advertising agencies throughout the country inviting them to join in solving the WGBI 25th year, CBS puzzle. Reward for returning the puzzle correctly assembled to the station was a beautiful three piece sterling silver smoking set. Response to this piece of promotion was 72% and many letters were received expressing appreciation for the beautiful gift as well as commending the stunt as being "finest station promotion I have seen" etc.

As another promotion stunt silver cards were slipped under the windshield wipers of cars parked alongside meters showing red, in downtown Scranton. The cards carried these words: "Your meter showed red. . . . But today, Jan. 12, is WGBI's Silver Anniversary. So we took the liberty of dropping a nickel in your meter. In keeping with our 25 years service to the public we are happy to be able to serve you personally today. The next hour is our treat. . . ."

An essay contest for students in the Scranton area on the subject "What Radio Means to Me," netted 10 winners 25 silver dollars each. It was also a happy birthday for the first 10 people observing their 25th birthday and presenting their birth certificates at the studio, on WGBI's anniversary, for they also received 25 silver dollars.

Attracting considerable attention during WGBI's anniversary was a window display at the Scranton Electric Co., showing a number of radio sets, equipment and speakers that were used for radio reception 25 years ago.

Scranton Campaign

Letterheads, envelopes and program schedules which were used during the Silver Jubilee were decorated in silver. The promotion created so much comment in the Scranton area that George D. Coleman, general manager of the station, was requested to address the Advertising Club Workshop on "How To Conduct a Promotional Campaign."

The Scranton *Tribune* on Jan. 12 ran a full-page advertisement of WGBI's personnel and the Scranton *Times* carried ads on some of the outstanding CBS personalities heard over the station. The *Wayne Independent*, a regional paper, paid tribute to the station with a front page story.

WGBI's advancement in radio in 25 years includes increasing the power from 10 to 1,000 day, 500 w night on 910 kc. The station is a CBS affiliate.

"The Station *Listeners* Built," WHEC Rochester, N. Y., paused to look back over 25 years in the radio business on March 25. A souvenir booklet, touching on past accomplishments and present day activities of the station, was prepared for general distribution. Theme of the anniversary promotion was crediting the listener with WHEC's successful growth.

A factor of special importance to WHEC and to sponsors of its programs, the souvenir brochure points out, is the minimum personnel turnover. Gunnar Wiig, general manager, has been with the station for more than 20 years as has Clarence Wheeler, vice president.

Special souvenir menus in silver were printed for a dinner commemorating the occasion. In addition to special guests, present at the dinner were former employes as well as the present WHEC staff.

WHEC became a CBS affiliate in 1932—the station operates with 5 kw unlimited on 1460 kc.

Low Budget Promotion

WTIC Hartford celebrated its 25th anniversary Feb. 10. "We tried to call attention to the event," said Walter Johnson, assistant general manager, "without spending too much money." An announcement card was mailed to all advertisers and agencies and an ad appeared in the trade papers which was an exact replica of the announcement. Outstanding promotion was a constant stream of greetings on network shows given by the stars themselves. Full page ads were run in the two Hartford papers carrying pictures of stars and thanking them for the greetings.

Programs throughout the day carried anniversary tie-ins. The *Farmer's Digest* at 6:15 a.m. discussed radio keeping pace with farm activities in the past 25 years and also broadcast greetings from the Secretary of Agriculture. The *Radio Bazaar* compared the present day styles with those of 1925, and *Theatre of Melody* featured songs and artists of the mid-20's. A quiz type program *Cindrella Week-end* used questions pertaining to events, prices and movie personalities taken from the newspapers of 1925. An evening sport show further played up the theme by discussing sports champions of 1925 and included an interview with WTIC's first sports commentator.

Altogether some 13 of WTIC's own programs participated in commemorating the occasion. The only program devoted exclusively to the anniversary was an evening half-hour show which featured transcribed greetings from some of the alumni of WTIC now in Hollywood or New York, and a 15-minute documentary sketching the station's 25 years of service.

KOA Birthday

KOA Denver, an NBC affiliate, chalked up its quarter-century of broadcasting on Dec. 15, 1949, with an elaborate full-day program. Prominent officials of state and federal government as well as top-notch NBC stars participated either personally or through transcribed messages. Theme of the whole affair was borne out in station's title for the event, "KOA's Day of Appreciation to Its Radio Listeners in the Rocky Mountain Empire." A special birthday party was held for the 77 studio staff members.

Starr Yelland, emceeing a morning show, scanned a 1924 Denver *Post*, reading ads and news. Listeners who had missed the dateline deluged the paper and station requesting more information on a six-room house, newly decorated for $40 a month rent and promise of the landlord to pay $20 of the moving charges. Calls came in from Nebraska and Wyoming in addition to Denver.

On hand for the station's gala birthday broadcast was Mrs. Henry Pierson who attended KOA's inaugural program back in December of 1924. Also interviewed were some of the studio veterans. R. H. Owen, manager in charge

(Continued on page 52)

TYPICAL SILVER anniversary brochures, bridging the 25-year history of personalities and programs, were these issued by WLS Chicago, which celebrated its quarter-century of service April 12, 1949, and by WHEC Rochester, N. Y., which marked its 25th year this past March 25. WLS, the *Prairie Farmer* station, reminded listeners of favorite acts—"then and now"— to "prove that they still retain their smiles—and good looks." WHEC, "the station *listeners* built," traced its role as a "campaigner," friend of the farmer, source of education and news, and coverage of sports and local shows, as well as CBS programs.

TRANSIT RADIO

Hearing on WWDC-FM Asked

TWO OPPONENTS of transit radio service last Tuesday asked FCC to designate for public hearing the application of Capital Broadcasting Co. for license renewal of WWDC-FM Washington, Capital outlet for Transit Radio Inc.

Request was contained in a brief filed on their own behalf by Franklin S. Pollak and Guy Martin, Washington attorneys, as a supplement to an earlier petition charging that the service is "contrary to the public interest." They demanded FCC halt the service throughout the United States [BROADCASTING, Feb. 20, 13].

WWDC-FM has been operating on a special temporary authorization developing out of Capital Broadcasting Co.,'s purchase of WOL-AM-FM properties. Temporary authorization was granted Feb. 23 and extends to June 1.

Request No Action Be Taken

The two lawyers again requested that FCC "take no final approving action on applications of others similarly situated for licenses, renewals of licenses and construction permits."

The new brief charges that:

Trasit radio does not constitute "broadcasting" within the meaning of the Commission's Rules and Regulations; that the licensee abdicates program control to Washington Transit Radio and Capital Transit Co.; that the WWDC-FM operation discriminates "by making available to Capital Transit Co. advertising on its behalf on a basis not comparable with the basis applied to other advertisers"; that WWDC-FM occupies modulated sidebands on both sides of the assigned frequency "in excess of the spectrum occupancy" permitted under Sec. 2.202 of FCC Rules and Regulations; and that WWDC-FM operation is a "breach of promises and representations" made to FCC "in order to induce the Commission to grant the original construction permit and license of WWDC-FM. . . ."

AD HANDBOOK

Barton Edits Factual Guide

ADVERTISING HANDBOOK. Edited by Roger Barton. New York: Prentice-Hall Inc. $10.

THIRTY-THREE top experts in advertising and related fields have contributed chapters to this book. Among them are Charles Hull Wolfe, radio and television copy chief at McCann-Erickson Inc.; John Caples, vice president of BBDO, and Raymond Loewy, industrial designer.

Advertising subjects cover testing of copy, packaging the product, uses of advertising research and choosing an effective advertising theme. The editor is also editor of *Advertising Agency* magazine, a lecturer on advertising at Columbia U. and a contributor on advertising to the *Encyclopedia Britannica*.

WELCOME MAT was out for J. Arthur Rank during his recent visit to Denver where radio-television-film executives feted the British film magnate and presented him with one of the famous silver Denver Dollars. L to R: Mr. Rank; Robert Benjamin, Universal Pictures official and Mr. Rank's traveling companion; Harry E. Huffman, president of Aladdin Radio and Television, owner of KLZ Denver; Frank H. (Rick) Ricketson, treasurer of Aladdin and president of Denver Fox Intermountain Theatres, and Hugh Terry, KLZ vice president and general manager.

THE 'DIGEST' DEAL

Seeks Radio Promotion on P.I. Basis

THE PUBLISHERS of *Reader's Digest*, having achieved phenominal success with a magazine that carries no paid advertising, apparently are firm adherents to the old theory that it's a poor rule that doesn't work both ways.

Attempting to get radio promotion for a special subscription offer of eight issues of the *Digest* for $1, the magazine's agent—Irwin Co. of Beverly Hills—has circularized stations asking them to promote the offer, not in paid time, but on a P. I. basis of 30¢ a sale.

"This promotion is so designed as to give each station participating 30% net . . . with no waiting," the agency's form letter declares. All the broadcaster has to do is to open the mail, make a list of names and addresses, send the Irwin Co. a check for 70¢ of each dollar received.

"The advantages of this form of processing are many," the agency explains.

(1) It simplifies your bookkeeping, you get your money immediately. (2) You have no bulky packages to handle. You send one list with your check. (3) You get credit for each and every order you produce. Many envelopes will contain multiple orders from your listeners. Other forms of handling might give you credit only for each piece of mail . . . not for each order enclosed.

Agency Describes Plan

In its accompanying letter, the agency describes the plan as one "that will put the productive portions of your station time to work in a hard-selling money-making proposition . . . indications are that it will be the most successful in the history of periodical promotions, and radio will help to make it so."

What the letter does not add, one broadcaster observed, is obvious: If radio makes the campaign a success radio will have taken all the risk, will have contributed all the work and facilities, so that the *Digest* can reap the benefits. Undoubtedly this is good business—but not for the *Digest*, not for radio.

CBS VS. OEIU

Local 174 Seeks Mediator

FEDERAL or state mediator is being sought by the Office Employees International Union, Local 174, Hollywood, following reaching an impasse in negotiations with CBS Hollywood. Negotiations for contract, which have been underway since last contract expired the first of this year, reached a deadlock last week when, the union stated, the network refused to discuss wages until working conditions could be agreed upon.

Union contends that both elements are tied in together. They seek $5 to $8 a week raises for employes, "to bring broadcasting wages up to prevailing salaries in other industries in area." Meeting to acquaint the approximately 100 employes involved in the negotiations with these recent developments is scheduled for tomorrow (April 18).

Raytheon Names Three

RAYTHEON MFG. CO., Waltham, Mass., last week announced the promotion of three assistant vice presidents. Percy L. Spencer was named vice president in charge of the power tube division; Norman B. Krim was promoted to vice president in charge of the receiving tube division, and Ernest F. Leathem was named assistant to the president, Charles F. Adams Jr.

WCCO RATES UP

Raises Day, Late Evening

IN A MOVE described by the network as having been taken to bring rates into realistic adjustment with new listenership surveys, the CBS-owned WCCO Minneapolis last week issued a new rate card, which, in some periods, raised time charges as much as 50%. The new rate card, No. 21, is effective May 1.

Principal changes were in the daytime and late evening hours.

The one-hour rate for the 6:30-7 a.m. period was increased from $180 to $240. The 7-8 a.m. rate was raised from $240 to $300; 8 a.m.-6 p.m. from $300 to $360.

The 6-6:30 p.m. period was raised from $400 to $600 and the 10-10:15 p.m. time by the same amount. Other period charges in weekdays remained unchanged.

Rates for two Sunday periods were raised: 12 noon-1 p.m. period from $300 to $360 and the 10-10:15 p.m. period from $400 to $600.

The prices for station breaks and one-minute announcements were raised proportionately.

COLLEGIATE SYSTEM

SW Network Made Permanent

STUDENTS and faculty of 11 southwestern colleges and universities voted to maintain as a permanent organization the new Southwestern Collegiate Broadcasting System Conference at a meeting early this month in Waco, Tex. The conference, at a series of panels lasting two days, was concerned primarily with an exchange of ideas on programming, sales, promotion, engineering, opportunities for women in radio and evaluation of college laboratory work.

The management viewpoint was outlined by Burton Bishop, manager of KTEM Temple and Stan Wilson, sales manager of WACO Waco. Mary Holiday, women's director of WACO, talked of women in radio. Interim directors elected to succeed themselves as first officers of the network are Jack Lyle of Baylor U., chairman; Dick Poe, Hardin-Simmons, program director; Louemma Breckenridge, Oklahoma A & M, promotion director, and Mike Schoffield, Louisiana Tech, relations director.

Resigns C & O Account

KENYON & ECKHARDT, New York, has resigned Chesapeake & Ohio railway and its subsidiary, the Greenbrier Hotel, White Sulphur Springs. Recently agency was appointed to handle advertising for competitive transportation committee of Eastern Railway Presidents' Conference of which Walter Tuohy, president of Chesapeake & Ohio, is chairman.

XUM

1090 KC 'AVAILABLE'

KTHS Case Decided

CLASS 1-B frequency of 1090 kc in effect was declared available by FCC last week in those areas where it may be assignable now that the North American Regional Broadcasting Agreement has expired.

Under NARBA the channel has been usable in the U. S. heretofore only in Arkansas (KTHS Hot Springs, 10 kw day, 1 kw night) and Maryland (WBAL Baltimore, 50 kw, directional night).

The unique situation was revealed by the Commission's final decision last Wednesday to deny the bid of John D. Ewing's KTHS to switch to West Memphis, Ark., and increase power to 50 kw day, 25 kw night, and to replace its Hot Springs service with a new outlet under the same ownership on 550 kc with 5 kw day, 1 kw night. FCC also denied the competitive bid of C. E. Palmer's Hot Springs Broadcasting Co. for a new station at Hot Springs on 1090 kc with 50 kw fulltime.

Grants Proposed Earlier

The Commission earlier had proposed to grant the applications of Radio Broadcasting Inc., KTHS licensee, to move KTHS to West Memphis and to build a new station at Hot Springs. But in the final ruling the majority concluded this would have violated the spirit of NARBA, in effect at the time of the hearing, since KTHS "in essence" would be a Memphis, Tenn., station even though physically located in West Memphis, Ark. The majority concluded:

It is our opinion that in order to insure fairness to other potential applicants and to other states where 1090 kc might now be utilized in view of the supervening circumstances which have removed our [NARBA] commitments as to the state where 1090 kc may be assigned, we should treat this application in the light of those circumstances existing at the time the record was made. Thus, if NARBA were still in effect we would have no hesitancy in denying the application to move KTHS to West Memphis, Ark., on the ground that this would, for all intents and purposes, make KTHS a Tennessee station whereas under terms of international treaty we had committed ourselves to assign the frequency in Arkansas.

Decision Not Unfair

FCC said such a decision would not be unfair to the applicants in the proceeding "as they are entitled to a decision upon the record made, and in accord with such applicable rules, laws and commitments as were in effect at the time the record was compiled." FCC's conclusion continued:

That some of these rules and commitments may have been fortuitously changed subsequent to the closing of the record should not act to place the applicants at a competitive advantage or disadvantage in the absence of overwhelming considerations of public interest or necessity. Such overwhelming considerations we do not find present in the facts before us. Further, Radio Broadcasting Inc. may now compete on an equitable basis, if it so desires, with any other applicant who may wish to enter the lists for use of 1090 kc in accord with presently existing considerations.

Comr. Frieda B. Hennock dissented from the majority ruling, voting for a grant of the KTHS applications. Comrs. Wayne Coy, Paul A. Walker and E. M. Webster did not participate in the decision.

The majority indicated denial of the KTHS bid for a new outlet in Hot Springs was moot since the move was denied. Regarding the denial of the Hot Springs Broadcasting application, the majority declared this bid could not be properly considered since it would interfere with an existing station (KTHS) and the issues in the proceeding did not include modification or deletion of KTHS's license nor its renewal.

The majority declared that "after giving due consideration to the peculiar circumstances in this case, the denial of all three of these applications is without prejudice to their being refiled before the expiration of the one-year period specified in Sec. 1.363" of FCC's rules. It was indicated the applicants may file "such applications as . . . [they] may deem appropriate."

Hearings in 1946

The applications originally were in hearing in 1946 and 1947 with oral argument on the proposed decision in July 1949. At this time a third applicant in the proceeding, W. Wright Esch, told FCC he did not object to denial of his application to switch WMFJ Daytona Beach, Fla., from 250 w on 1450 kc to 1 kw on 1090 kc, and its consideration was omitted in the final ruling.

The Ewing family is sole owner of KTHS as well as KWKH Shreveport, La., where the Ewings own the Shreveport *Times*. They also own the News-Star-World Pub. Co., publisher of two daily papers in Monroe, La., and own the Daily States Pub. Co., which has substantial real estate holdings in New Orleans. KWKH is assigned 50 kw on 1130 kc.

President of Hot Springs Broadcasting originally was ex-Gov. Carl E. Bailey of Arkansas, now deceased. He was succeeded by H. G. Galloway, Little Rock theatre and real estate man. There are 40 proposed stockholders.

Mr. Palmer, first vice president and subscriber to 1,000 of total 8,000 shares authorized, is principal owner of Southern Newspapers Inc., publisher of the only two daily papers in Hot Springs. He also controls the Texarkana (Tex.) News-Times Pub. Co., where he owns KCMC. He also controls papers in Camden and El Dorado, Ark., and holds large interests in papers at Hope and Magnolia, Ark. Mr. Palmer submitted a bid for KTHS in 1942 when it was sold to the Ewing group by the Hot Springs Chamber of Commerce.

New GF Post

HENRY P. STOCKBRIDGE, former associate sales and advertising manager of General Foods Calumet Division, has been named to the newly created post of assistant advertising manager of following General Foods products: La France, Satina, Log Cabin Syrup, Wigwam Syrup and Baker's coconut.

NAB BOARD OF DIRECTORS

13 New Members Slated To Join In Chicago

THIRTEEN new members join the NAB board of directors during the 1950 Management Conference, having been elected by mail ballots during February-March voting. The board was scheduled to hold a luncheon meeting Saturday at the Stevens Hotel, Chicago.

All directors will serve two-year terms after this year. Heretofore district directors were elected for two years and at-large directors for one year. During the transition year of 1950, at-large directors who received the most votes last winter will serve two-year terms, with the second high candidates serving one year. Starting in 1951 all at-large directors will serve two-year terms on a staggered basis. Directors are now limited by the by-laws to two consecutive terms.

Possibility of a special election for director-at-large for large stations arose with consideration of William B. Ryan, KFI Los Angeles, for the new NAB headquarters position of general manager. Should the board ratify this proposed appointment, then the large-station directorship will become vacant at the start of a two-year term.

Retiring from the board at this convention are Michael R. Hanna, WHCU Ithaca, N. Y., District 2; Campbell Arnoux, WTAR Norfolk, Va., District 4; Henry W. Slavick, WMC Memphis, District 6; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Robert Enoch, Oklahoma City, District 12; Hugh B. Terry, KLZ Denver, District 14; Howard Lane, WJJD Chicago, large stations; G. Richard Shafto, WIS Columbia, S. C., and Kenyon Brown, KWFT Wichita Falls, Tex., medium stations; Clair R. McCollough, WGAL Lancaster, Pa., and Merrill Lindsay, WSOY Decatur, Ill., small stations; Everett L. Dillard, WASH (FM) Washington, FM stations.

New board members who take office during the meeting are William B. Fay, WHAM Rochester, N. Y., District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, Kan., District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; William B. Ryan, KFI Los Angeles, large stations; A. D. Willard Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC-FM Washington, FM stations.

Continuing in service are Harold E. Fellows, WEEI Boston, District 1; George D. Coleman, WGBI Scranton, Pa., District 3; Allen M. Woodall, WDAK Columbus, Ga., District 5; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Charles C. Caley, WMBD Peoria, Ill., District 9; William B. Quarton, WMT Cedar Rapids, Ia., District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Clyde W. Rembert, KRLD Dallas, District 13; Glenn Shaw, KLX Oakland, District 15; Harry R. Spence, KXRO Aberdeen, Wash., District 17; James D. Shouse, WLW Cincinnati, large stations; Frank U. Fletcher, WARL-FM Arlington, Va., FM stations; Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans, TV stations.

CELEBRATING the debut of the new *Rex Allen Show* on some 60 CBS outlets are (l to r) Ray H. Kremer, radio director, Lambert & Feasley Inc.; Rex Allen, film cowboy star of new Friday night series; John Esau, vice president and general manager, KTUL Tulsa; Ollie Bettis, advertising manager, Phillips Petroleum Co., sponsor, and Andy Devine, screen and radio star who appeared on stage shows held in connection with the premiere broadcasts from Bartlesville, Okla., and Tulsa. Mr. Esau was host to a party for the Rex Allen company and representatives of Phillips Petroleum Co., following the second broadcast of the show from Convention Hall in Tulsa.

This group at meeting of Virginia AP Broadcasters Assn. at Richmond includes (l to r): Fred L. Hart, gen. mgr., WLPM Suffolk, and v. p. of VAPBA; Jack Weldon, gen. mgr., WOOD Lynchburg, retiring pres.; Oliver Gramling, AP asst. gen. mgr.; John Eure, news editor, WDBJ Roanoke, new VAPBA pres.

THE gentleman on the right, his "correct" attire including a homburg hat and morning coat, is Antonio, morning disc jockey on WXGI Richmond, Va. He is being congratulated by Mr. Fulcher, manager of Raylass Department Stores, on the stores' contract to carry 30 minutes of Antonio's hour show.

IT'S an "Elsie" button for Allyn Edwards (center), m. c. of *Let Yourself Go*, new variety show built by WNEW New York for The Borden Co. Medal is pinned by William H. Ewen (l), Borden's asst. natl. adv. mgr., as Ira Herbert, WNEW v. p. and sales dir., already "decorated," looks on.

IT'S wedding bells and farewell for Martha Ross Temple (center), director of women's programs for 11 years at WFBR Baltimore. With her are Helen Brooks, her successor, and J. H. L. Trautfelter, manager, who participated in Miss Temple's last broadcast.

VISIT to Hollywood by Joseph H. McConnell (center), president of NBC, is the occasion for this get together. At the left is Norman Blackburn, director, NBC's Western network TV operations, and at the right, Sidney Strotz, administrative vice president in charge of the Western Division.

ON her 10th year on the air, Frances Scully (seated), KECA Hollywood commentator, is crowned by Clyde Scott, KECA gen. mgr. Attendants are (l to r) H. O. Patterson, Shontex; Norma Geer, Celanese Corp.; J. A. Gutweiler, General Foods; E. O. Anderson, Shontex; Walter McNally, Bon Ami Co., all sponsors.

BMI's Decade

(Continued from page 43)

righted arrangements of music in the public domain.

In August 1940, at the NAB convention in San Francisco, BMI was able to report it had pledges from 336 stations comprising about 80% of the industry's dollar volume. During the same month BMI had its first song on the *Lucky Strike Hit Parade*, "Practice Makes Perfect." Activity at BMI continued at a feverish pace for the broadcasters knew that ASCAP's proposal for 3½% for small stations to 7½% for the major networks, payable at the source of clearance, would "save" some station money but add millions to the total cost to the industry. It was held that the new rates would mean economic peril to an important section of the industry and the proposed new ASCAP contracts were rejected by the majority of stations, including the networks.

BMI was functioning primarily as a performing rights organization and not as a music publishing firm. A system was set up whereby composers and publishers could be compensated on a basis proportionate to actual use of their music. Previously only network performances had been checked. In cooperation with Dr. Paul S. Lazarsfeld, director of Columbia U.'s Office of Radio Research, a sampling system of radio station performances was set up which proved an accurate guide to the use of music by the broadcasting industry.

Catalogue Rights

In December of that year BMI made a deal with the E. B. Marks Music Corp., one of its initial catalogues, along with Ralph Peer Enterprises, Mexican, Cuban and other Latin-American music firms, M. M. Cole and G. Ricordi Co. for the rights to their catalogues, built up over a period of a half-century. This took in many standards, Latin-American and popular music. It was the first break in the solid ranks of ASCAP publishers and broadcasters took heart anew. This was December 1940, and at the end of the month broadcasters through BMI would be 100% on its own as to music. It was deemed in many quarters that a last minute settlement would take place with ASCAP, and third parties sought to bring both sides together. Broadcasters had already practiced non-ASCAP runs, networks had advised sponsors and others to get a new theme song wherever necessary. The publicity battle grew apace.

The big blowoff of the year, any year, when people are apt to be listening to music or singing it, is New Year's Eve; and the New Year's Eve of 1940 saw the last minute of the ASCAP contract running out. Radio no longer had the right to perform ASCAP music. It was an anxious time for the 600 stations, for radio executives and for BMI. It was anticipated that there would be many infringements. But none occurred. No suit was filed by ASCAP for infringement; no great rush of mail to protest certain music being off the air, in fact virtually no letters at all. Preparations had been made to have boys pick up the protests and arrangements made for large scale replies. There were none to be made.

Advertising agencies and their clients on the air agreed to cooperate with the broadcasters in the name of doing anything that would contribute to lower costs. Lower music cost was of interest to them. So BMI and the broadcasters carried on as the year 1941 grew by the usual weeks and months.

As 1940 drew to a close, the Dept. of Justice interested itself in the struggle. A criminal action was started against ASCAP. An old civil action against ASCAP was revived, and BMI, early in 1941, signed a consent decree which was intended to serve as a guide for an ASCAP consent decree and which was subject to revision if the government ultimately entered into a different type of decree with ASCAP. Such revision ultimately took place.

Production Rush

The big rush in music production at BMI went along industriously, culled from E. B. Marks, M. M. Cole, and others along with public domain arrangements and BMI's own newly produced songs. Recording and transcription companies cooperated since this was the only means of having their product bought and played on the air. The *Hit Parade* managed to find ample material to keep its program going full blast.

In October 1941, after nine months of being off the air, almost 100%, ASCAP signed the networks and stations to new nine-year contracts, with a provision for a renewal for an additional nine years at the same rate. The new rate agreed upon was 2¾% for network programs and 2¼% for local shows under blanket license. This compared with a former 5% that was paid on the terminated pact and the 7½% that was demanded for the renewal.

Although there were approximately 600 stations which as stockholders had underwritten BMI, some were loath to continue or were on the fence. Others who had been given a free ride also were pondering the situation. ASCAP was back, why a BMI? An energetic vice president in charge of station relations for BMI took to the road. Carl Haverlin, who went to BMI in 1940, toured the country completely and when he returned hundreds of station contracts were in the fold. BMI had brought competition into the music field. Now it had to survive the competition. There were many lean months in the offing as ASCAP music rebounded to the airwaves. BMI plugged along.

Hundreds of publishers and writ-

NAB Convention Staff

ATTENDING the Chicago convention from NAB headquarters are President Justin Miller and Helen Fruth, his secretary; Ralph W. Hardy, director of government relations; Don Petty, general counsel; C. E. Arney Jr., secretary-treasurer, Arthur C. Stringer, assistant, and Marcella Fencl and Lucille Griffin, secretaries; Richard P. Doherty, employee-employer relations director; Neal McNaughten, director of engineering, and Jessie Basnight, secretary; Ed Sellers, FM director; Dr. Kenneth H. Baker, research director on leave to BMB; G. E. Markham, TV director; Everett E. Revercomb, assistant treasurer, and William Walker, mail room supervisor; Robert K. Richards, public affairs director, James Dawson, assistant director, and Gloria Sater, secretary.

Staff directors are available at Private Dining Room 8 for conferences with officials of member stations.

ers seeking performing rights for their product were now in the BMI fold. As BMI neared its first decade, it found itself the leading exponent of folk music, hillbilly or whatever term need be. This product is still the mainstay of the juke-box nickel and the average disc jockey around the country. Along with this type of product there is the popular song of which BMI has been enabled to turn out a fair proportionate share, as evidenced by its recent four out of seven on the *Hit Parade*. To balance this there is the classical product of AMP, Riccordi and others which at times supply complete programs conducted by Arturo Toscanini, not to mention numerous Latin-American hits.

AMP Purchase in 1947

BMI further consolidated its position in the spring of 1947 when it purchased outright Associated Music Publishers Inc., insuring permanent stability to its serious music repertoire, and installed its former general manager, M. E. Tompkins, as president of AMP.

Radio performances of BMI music have shown a steady climb. In 1944, for instance, BMI had a logged radio performance of slightly more than 5 million. In 1949, 18.2 million performances were logged, an increase of 28.8% over 1948. There is every indication that the current year of 1950 will see an increase similar to that of 1949 over 1948, perhaps 29% for an estimated total of over 23 million logged performances, according to BMI.

As a performing rights organization, BMI has branched out. Other fields have found BMI music needed in their business, and this led to some 3,500 hotels, night clubs, ballrooms, skating rinks, and other users of music, being licensed by BMI. A film synchronization rights department has been established in Hollywood.

Since its inception, BMI has given television rights to its music on the same basis as radio.

Perhaps the all-important test of what broadcasters think of their own music establishment is the fact that they renewed their nine-year license pacts with BMI 15 months before the current ones were to terminate. President Carl Haverlin, in order to avoid the expense of more than 2,000 personal letters, sent out a mimeographed letter stating that station renewals were desirable for a nine-year period from May 1950. In a matter of a few short months more than 2,000 stations had signed and returned their contracts.

In BMI Fold

Today there are nearly 2,800 radio station licensees in the United States and Canada in the BMI fold. The breakdown: 22 national and regional networks; 2,082 AM outlets; 394 FM and 94 TV stations as well as Canadian stations. More than 1,300 authors, composers and publishers are affiliated with the organization.

TULSA GRANT

Cameron Is Favored

INITIAL DECISION to grant bid of George E. Cameron for a new station at Tulsa, Okla., on 1340 kc with 250 w fulltime was announced by FCC last week. Competitive bid of Kenyon Brown there would be denied.

Mr. Cameron, operator of KOTV (TV) Tulsa, was preferred by Hearing Examiner J. D. Bond over Mr. Brown on grounds that the latter was a non-resident and planned to devote only one-half his time to the proposed station while Mr. Cameron would devote full time. The examiner also found that Mr. Brown, general manager and part owner of KWFT Wichita Falls and having interests in several other Texas stations, also planned to relinquish one-half of his 50% interest in the proposed Tulsa station to his general manager.

Mrs. Helen Alvarez and John B. Hill, Tulsa residents, are to be associated with Mr. Cameron in operation of his station and each would acquire a 15% interest from Mr. Cameron.

WEWS-FM QUITS

Economic Factors Cited

SCRIPTS-HOWARD Radio Inc. has been granted deletion of its license for WEWS-FM Cleveland, FCC reported last week. The Class B station ceased operation March 25. Although no reason for withdrawal was officially given, it was reported economic factors and lack of interest in FM were responsible. Scripp-Howard also owns WEWS-TV there.

PHILLIPS CARLIN

Opens Consulting Service

PHILLIPS CARLIN, who resigned a year ago as vice president in charge of programs of Mutual, announced last week that he has established a radio-TV business consulting practice with headquarters in the RKO Bldg., New York City.

Mr. Carlin

Mr. Carlin, a quarter-century veteran in radio programming, will engage in syndication of programs, and advisory work with advertising agencies on both radio and TV. He is occupying quarters with Douglas Storer, former CBS vice president in charge of programs.

KWIK LICENSE

Revocation Issue Heard

WITH conflicting testimony offered by FCC and licensee counsels, a confusing picture of apparent stock transfers was given at FCC's two-day license revocation hearing of KWIK Burbank, Calif., which adjourned in Los Angeles April 7.

Although FCC Counsel Robert H. Alford, through ownership reports and other documents, undertook to present evidence to the contrary, Marcus Cohn, Washington counsel for Leslie F. Bowden, trustee in bankruptcy for Burbank Broadcasters Inc., station licensee, contended that in some cases what appeared to be sales of stock were actually agreements on right to purchase, with deals not completed. He said that in other instances when stock was sold or deals made, voting rights were retained by previous owners and no change of control took place, pending FCC approval.

Issues Involved

With Comr. E. M. Webster presiding, FCC Counsel Alford at opening of the hearing asserted two issues were involved: (1) Whether stock transfers took place without FCC knowledge or permission; (2) whether letter of application filed by Mr. Cohn for Mr. Bowden, was sufficient for granting of a hearing.

Mr. Cohn during the hearing offered to prove that if KWIK's license were cancelled, innocent persons, including station employes and the government, to which taxes were owed, would be penalized. He further offered to prove that if the license were not cancelled, the original stockholders would not benefit by the station transfer to the trustee in bankruptcy. Comr. Webster refused to admit testimony on these points. However, on Mr. Cohn's request, he agreed to hold the record open for 14 days from date (April 7) in event applicant wishes to file a petition to enlarge the issues.

SAVANNAH CASE

Rivers Files Protest Answer

ANSWER to a protest by five Savannah, Ga., radio stations against a Savannah station grant to E. D. Rivers Jr. was filed with FCC last week by counsel for Mr. Rivers. The Commission had approved a grant for 900 kc 1 kw daytime only last month [BROADCASTING, March 13].

In a further statement, Mr. Rivers noted that the Savannah Radio Council, under which existing stations filed complaint, is not a licensee and has "no standing before the Commission," and charged that the council "now boldly admits that it was fear of competition, after all, that prompted it to file its original petition."

The council had taken issue with the religious program policy of Mr. Rivers, who also operates WEAS Decatur, Ga., and "his failure to live up to other commitments" to the Commission. Stations restated their case in answer to Mr. Rivers' contention that they wanted "no part" of a radio service for Negroes in Savannah [BROADCASTING, April 10].

Rivers' Stand

Mr. Rivers told FCC that the council is "desperately trying to keep further competition out of Savannah" and is, "in fact, trying to perpetuate a monopoly . . ." He added that "perhaps the public interest in Savannah requires that the Commission conduct an investigation of the (council)."

Statement was accompanied by affidavits which show, according to Mr. Rivers, that a religious program has been sustaining since its inception, despite earlier findings by the council.

Mr. Rivers' additional statement was filed by Philip M. Baker of Washington. The council is composed of WCCP WDAR WFRP WSAV and WTOC. They are seeking to have Mr. Rivers' grant vacated and his application set for hearing.

AD AWARDS

Radio, TV on Seattle List

ADVERTISING campaigns via radio and television will again figure prominently in the annual Advertising Awards for Exceptional Merit in Advertising, to be conducted for the third successive year by the Seattle Advertising and Sales Club. Announcement of the awards competition, embracing seven media categories has been made by J. C. Grover, general chairman of the awards committee.

Eligible for the competition will be ads and campaigns between April 28, 1949, and April 6, 1950. Final dates for submission of entries was April 14 for radio and April 28 for television and motion pictures. The awards in these categories will be presented April 25 and May 9, respectively.

25 Years

(Continued from page 47)

of engineering operations, who was sent from Schenectady, N. Y., to help build the station and remained with KOA, and Walter L. Morrissey, master control room engineer who was with the station when it opened, were a couple of the old-timers. As was "Mr. KOA," Clarence Moore, program director, since retired.

Interviewed on one of the programs was 83-year-old Frank Gimlet of Leadville, Col. Known as the "Hermit of Arbor Villa," he is considered one of KOA's oldest listeners. Further promotion included full page ads in the *Post* and the *Rocky Mountain News* boasting "We're 25 Years Old To-Day." Message harkened back a quarter century ago to the distribution of handbills heralding the opening of KOA, "The Rocky Mountain Broadcasting Station."

KOA, now a 50 kw outlet on 850 kc, looks backward with a smile to that inaugural broadcast when the station had to sign-off for two minutes during the evening to let the tubes "cool off."

An earlier celebrator of 25 years in the broadcasting business is WLS Chicago, passing that mile post on April 12, 1949. Like KOA, the *Prairie Farmer* station felt that the day belonged first and foremost to the listening audience.

The station asked listeners to write in their most interesting memory while listening to WLS and paid cash awards for all such incidents used on the air. These same incidents were the basis of a series of anniversary mystery ads in BROADCASTING.

History Outlined

Highlight of the day was a program from 7 to 7:30 p.m. called *Silver on Parade* which outlined the main events of the station's history. WLS personalities, favorites of yesteryear, were featured on the show. When the clock reached 7 p.m. on April 12, 1949, time went forward *and* backward at WLS. Narrator of the program Jack Holden let the real old-timers take precedence. Grace Wilson, still a WLS star, sang "Bringin' Home the Bacon," a song she sang 25 years ago on one of the first broadcasts. Georgie Goebel, a popular nightclub entertainer, returned to sing "Sippin' Cider Thru' a Straw," which he sang on WLS as a little boy. Uncle Tom Corwine, 80 years old and still with the WLS *Barn Dance*, brought back "Showboat" memories with his lively sound effects.

Most dramatic of all was the recording of the WLS scoop of the Hindenburg disaster, which is said to be the only radio special event in Columbia's famous historical record album "I Can Hear It Now."

Edgar L. Bill, retired president of WMBD Peoria who was the first director of WLS and originator of the *National Barn Dance*, was guest on the stations noontime *Dinner Bell* program.

The well known WLS *National Barn Dance* provided a promotion piece in which over-size barn dance tickets were sent to advertisers and agencies to be exchanged for actual theatre tickets at the convenience of the recipient. These were some of the extra promotion features. All employes of the station were given a big party. Special letterhead commemorating the silver anniversary also was used.

WFOR Hattiesburg, Miss., celebrated its 25th anniversary April 6 with an all day birthday party on the air. The station received salutes from NBC on the *Dave Garroway Show* and *Appointment With Music* program. The outlet has been an NBC affiliate since 1940.

To-day there are over 2,000 AM broadcast stations on the air, of this number about 35 stations in 22 states will ring up 25 years of broadcasting in 1950. WMAL Washington will be licensed 25 years Oct. 12, and plans special programs. In Memphis both WHBQ and WMPS were a quarter-century old in March followed by WSMB New Orleans in April.

Radio—a young man's game—is begining to show the silver threads among the gold.

RICHARDS CASE

Orders Resumption May 15

A MAY 15 resumption of FCC's hearing on the news policies of station-owner G. A. (Dick) Richards was ordered last Wednesday by FCC Chief Hearing Examiner J. Fred Johnson Jr., who previously had set the resumption for Sept. 6 [BROADCASTING, April 10].

Advancement of the date followed a petition by FCC General Counsel Benedict P. Cottone contending the September date provided counsel for Mr. Richards an "extravagant allowance" of time in which to prepare their rebuttal case and would be contrary to the "clear import" of the Commission's own wishes.

The hearings, involving charges that Mr. Richards instructed staff members of his KMPC Los Angeles to slant news according to his own beliefs, were adjourned April 1 upon completion of FCC's presentation in the Los Angeles phase. The May 15 resumption will be in Los Angeles and is expected to take several weeks. Subsequent sessions may then be held in Detroit and Cleveland, where Mr. Richards is principal owner of WJR and WGAR, respectively.

The case involves license-renewal applications for KMPC, WJR, and WGAR, as well as Mr. Richards' proposal to set up a trusteeship to take over control of the three stations.

WLBH-AM-FM Mattoon, Ill., which opened last Nov. 23, aired 117 play-by-plays of basketball games in three months, it reports.

WCCO SUMMER DRIVE

'Send Sales Up With Temperature' Is Theme

THE anticipated hiatus or "summer slump" may portend the usual dire forebodings for part of radiodom this year, but WCCO Minneapolis-St. Paul has served notice it will attack the perennial problem with a staunch hard-selling promotion campaign of unique dimensions.

The 50 kw CBS O & O outlet, now launching its third annual intensive drive to stimulate summer listening, is giving advertising agencies the names of firms who *do not* advertise on WCCO. The station has so identified them in its newest promotional kit titled "Send Your Sales Up With the Temperature," and it is promoting the drive on a host of fronts.

BMB Figures Used

WCCO has incorporated figures of the latest BMB survey as well as comparative BMB maps to accentuate its claims to huge chunks of the daytime and nighttime radio audiences in the Great Northwest area. Included also are success stories of advertisers who took "13 weeks with pay" in 1949 by using WCCO on a year-around basis as a result of last year's summer drive.

Those advertisers whom WCCO has pegged as 1950 summer and year-around prospects are divided into four categories: Local radio, Twin City newspapers, magazine, and national spot. Having corralled them in its listings, WCCO then mentions its own program availabilities.

The BMB section, based on figures for spring 1949, compares extent of 50-100% daytime and nighttime audience coverage with that of other stations by overlay maps.

One of the highlights of WCCO's campaign will be a $25,000 all-out newspaper tune-in drive to promote peak listening to summer shows. The 1950 theme will be: "Take your WCCO favorites with you—take a portable radio along this summer." Station promoted a tie-in with radio distributors to push sale of portable radios last year.

WCCO will launch its national campaign with 12 color advertisements in five leading trade magazines, to be reprinted for mailing to over 2,000 timebuyers in the radio and client fields. Additionally, cooperative campaigns have been set up with Minnesota and Wisconsin resort operators associations.

KM&G - WOOD

Appoint New Executives

Mr. Lindquist

Mr. Schroeder

APPOINTMENTS of Lansing B. Lindquist as radio and television director of Ketchum, MacLeod & Grove, Pittsburgh, and of Willard Schroeder, who previously held the agency post, as sales manager of WOOD Grand Rapids, Mich., were announced last week.

Mr. Lindquist, a Washington radio-TV independent producer, previously had served as program manager of WOL (now WWDC) Washington and station manager of WSYR-FM Syracuse, N. Y. At WOOD Mr. Schroeder replaces Walter Bass, resigned. Previously he was sales manager for WCAE Pittsburgh and general manager of WINS New York. He was active at KM&G in building radio billings in Ohio, Pennsylvania, Maryland and Virginia.

WJBK-FM POWER

Goes to 30 kw Tomorrow

POWER increase to 30 kw for WJBK-FM Detroit will be in effect by tomorrow (April 18), according to Richard E. Jones, general manager of Detroit operations for The Fort Industry Co., which owns and operates the outlet. Now operating on 1 kw, WJBK-FM will utilize the new power to cover a radius of 75 miles, with major objectives being reception in Detroit's downtown area, Port Huron, Mich., and Toledo, Ohio, Mr. Jones said.

The power increase, it also was announced, is timed for broadcasting all Detroit Tiger baseball games over WJBK-FM simultaneously with the AM operation. WJBK (AM) is key station for the Goebel Beer Baseball Network. WJBK-FM is now scheduling broadcasts daily from noon to 11 p.m., and will operate on an interim basis of 20 kw until installation of the new Western Electric transmitter is completed, Mr. Jones stated. Transmission point has been moved to Northwest Detroit, with FM antenna located atop WJBK-TV's 400-ft. tower.

Indianapolis Race

PERFECT CIRCLE Piston Ring Co., Hagerstown, Ind., will for the fifth consecutive year sponsor the Indianapolis Speedway Race over MBS on May 30. Four special broadcasts are schedued, one starting at 11:45 a.m., EDT, another at 1:30 p.m. for 15 minutes and then from 3-3:15 p.m. Climax of the auto race will be broadcast from 4 p.m. to conclusion. Henri, Hurst & McDonald, Chicago, is the agency.

Research Proves Summertime Radio As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the "good" months of the year . . . that "business always falls off in the summer anyway" . . . that "big-time network shows get replaced" . . . that "people just don't listen to the radio in hot summer months." Reasoning is that radios are restricted to living rooms. *This premise is not true!*

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay."

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

IOWA CAR-RADIO LISTENING

Length of Trip	*Percentage Who Tune In Their Car Radios*	
	MEN	WOMEN
Between 1 and 5 miles	33.8%	38.0%
Between 6 and 25 miles	53.0%	52.0%
Between 26 and 50 miles	68.3%	63.5%
Between 51 and 100 miles	69.1%	69.0%
More than 100 miles	80.5%	63.0%

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located *outside* the home and *outside* the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the *daytime* in metropolitan homes during July and August, than in the peak daytime month of February. *Evening* figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is *not* that there is less listening, but that at least *an equal amount of listening takes place, with a lot of it in non-surveyable locations!*

"VACATIONING"—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and sun-tan lotions get a part of this billion-dollar spending but even more is spent on such year-'round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECISIONS ON MANY FALL PURCHASES MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to *what* to buy, what *brand* to buy and *where* to buy their September purchases. There is additional evidence that this "carry-over" has a very real effect on sales in October, November and December, too. As one department store official put it, "It's too late to wait to sell a major investment until the family is back in Fall harness . . ."

*The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

SEEKING AN AUDIENCE WITH KENTUCKY KING (Ky.)?

If you want to count Kentucky King (Ky.), it *can* be done via radio—but *not* by WAVE. The courtiers around that throne are outside our boundary line. . . .

As it is, we use up all our influence in the 27-county Louisville Trading Area. And this, *but only this*, is the *one* regal market in all Kentucky. It buys and sells almost as much stuff as the rest of Kentucky combined.

At WAVE we give you an entree not to Kentucky King, but to the *treasury* of the State. Give us the nod, and we'll be glad to announce you — by radio!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Uniform Policy

(Continued from page 41)

volved in the motion picture anti-trust case, he pointed out that its radio station has never been charged with any law violation.

The Washington law firm of Pierson & Ball filed on behalf of five licensees a brief contending that "the only legal uniformity of policy possible is that the Commission will look at all the evidence in each individual case before determining whether or not an applicant is qualified. This policy is already in effect and needs no further detailed implementation."

The brief asserted that law violations should be considered as a part of an applicant's past conduct, and that the weight of this factor cannot depend upon whether an allegation of federal law violation has been made. The law firm also felt that the fact that questionable practices have been eliminated by a consent decree carries "little or no weight."

The Pierson & Ball brief was filed on behalf of Yankee Network; WKY Oklahoma City; KOB Albuquerque; KGLO Mason City, Iowa, and WTAD Quincy, Ill.

CBS, in a brief by General Attorney Julius F. Brauner and Attorney James H. Neu, also urged a case-to-case approach, with law violations to be considered along with all other factors.

CBS Contention

"The Commission is not authorized to establish any rule, regulation or policy whereby any grant would be automatically denied or revoked solely because of the violation by the applicant of any federal law, with the possible exception of (a) violations of the [Communications] Act, or (b) the violations specified in Sec. 311 [of the Act], of which the applicant has been finally adjudged guilty by a Federal Court," CBS said.

(Sec. 311 requires FCC to refuse to license any applicant whose license has been revoked by a court for anti-trust violations, and permits FCC to revoke licenses held by persons whom a Federal Court has held finally guilty of unlawfully monopolizing radio communication.)

Loew's Inc. contended it is impossible to cover violations of all laws in any "uniform policy," and suggested that a distinction be drawn between law violations which reflect on character and those of a regulatory and administrative nature which may be inadvertent and unwillful.

The brief, by the Washington firm of Bingham, Collins, Porter & Kistler, said FCC must exercise discretion on a "per-case basis," that character is only one element of qualification, and that violations not affecting character should be disregarded.

"The establishment of an arbitrary prohibition against all applicants . . . who have violated any law of the U.S. would be about as reasonable as providing the same punishment or penalty for any violation of law regardless of the nature of the offense," the brief asserted.

The company, which operates WMGM and WMGM-FM New York and KMGM (FM) Los Angeles, said no "character" question was raised in the motion picture anti-trust case, in which Loew's was involved, and that in any event FCC has "no jurisdiction whatsoever" in anti-trust matters where no final judgment has been entered by the courts.

The case-by-case approach also was urged by WPTR Albany, N. Y., principally owned by Schine Chain Theatres, and by Twentieth Century-Fox Film Corp., in briefs filed respectively by the Washington law firms of Cohn & Marks and Welch, Mott & Morgan [BROADCASTING, April 10].

Allen B. DuMont Labs, held by an FCC proposed decision to be controlled by Paramount, also notified FCC it will participate in the hearing. DuMont Washington counsel, Thad H. Brown and William A. Roberts, reminded FCC that DuMont denies that Paramount is or has been in control of the radio manufacturing and TV network firm, which operates WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh. Since FCC's proposed decision was issued, Paramount has been divided into separate film production and exhibition companies under an anti-trust consent decree.

Upcoming

April 20-21: Philadelphia Chapter Assn. for Education by Radio, U. of Pennsylvania.

April 26-28: Northern Eastern District of the American Institute of Electrical Engineers, Sheraton-Biltmore Hotel, Providence, R. I.

April 29: Catholic Broadcasters Assn. spring conference, Catholic U. of America, Washington, D. C.

May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Dept. of Interior Auditorium, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

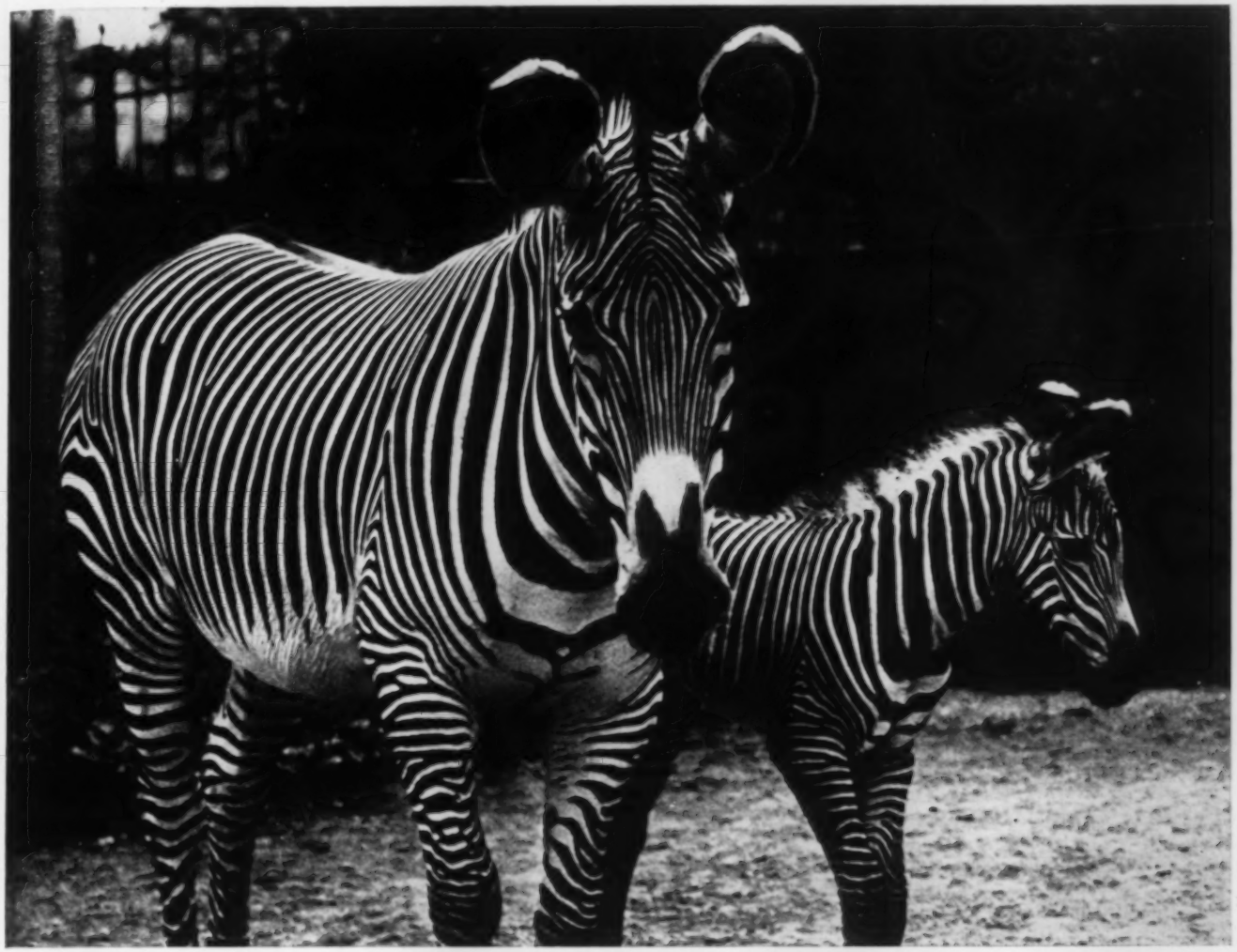
May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

Riddell WXYZ President

JAMES G. RIDDELL, general manager of WXYZ Inc., owner of WXYZ-AM-FM-TV Detroit, wholly owned subsidiary of ABC, last week was elected president of the subsidiary. Mr. Riddell has been general manager of ABC's Detroit properties since the network acquired WXYZ from the King-Trendle Broadcasting Corp. in 1946. At the time of ABC's purchase from King-Trendle, Mr. Riddell was sales manager and commercial manager of WXYZ.



PUZZLE PICTURE

Are zebras white animals with black stripes or black animals with white stripes? That's a puzzle that will never be solved.

But there's no puzzle about the best radio buy in Baltimore. The biggest bargain buy in this rich market is W·I·T·H. Here's why:

W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And second, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does big things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

TODAY
IS OUR
BIRTHDAY!

20 YEARS OLD
1930 -- APRIL 17 -- 1950

We are justifiably proud of our continued leadership in the rich tri-city market—Winston-Salem, Greensboro, High Point — the Number One Market, in the South's Number One State!

And here is Our birthday present to You, the Advertiser!

HOOPER STATION AUDIENCE INDEX
Fall-Winter, 1949-1950

	WSJS	Station B	Station C	All others
Morning Mon. thru Fri.	42.9	33.2	11.0	12.8
Afternoon Mon. thru Fri.	49.6	22.2	13.8	16.4
Evening Sun. thru Sat.	56.4	29.0	—	14.7

Winston-Salem's FIRST Station

WSJS

AM 5000 WATTS
FM 48,000 WATTS
TV APPLIED FOR

NBC Affiliates
THE JOURNAL-SENTINEL STATIONS

Electronics

(Continued from page 40)

set up an office adjoining Exposition Hall, on the Stevens' basement level, where the heavy equipment is on display. Mr. McNaughten and Miss Basnight have their office in Private Dining Room 13 on the fourth floor.

Jack R. Poppele, WOR New York, a member of the NAB Engineering Committee and one of radio's pioneers, formally opened the technical sessions Thursday morning. Meetings were held in the North Ballroom on the third floor. Mr. Poppele presented J. W. Wright, of CBS, who discussed co-channel and adjacent channel TV interference tests.

UHF Project Discussed

Interest ran high in a three-ply discussion of the RCA-NBC UHF project at Bridegport, Conn. Three executives who have been active in the effort to solve UHF transmission problems described the success attained in providing reliable TV service in the 529-535 mc band. Performance data were given along with design problems and how they were solved. Reading papers on the Bridgeport installation were T. M. Gluyas and O. O. Fiet, of RCA Engineering Products, with Mr. Guy, of NBC, outlining objectives of the project.

Other Thursday morning speakers were John Ruston, Allen B. DuMont Labs., describing a new 5 kw TV transmitter; C. L. Ellis, General Electric Co., explaining a new synchronizing generator; Lucken E. Rawls, WSM Nashville, speaking on use of pulse technique to select TV transmitter sites; Ralph Harmon, Westinghouse Radio Stations, telling about UHF experiments at KDKA Pittsburgh.

Welcome By Miller

Mr. McNaughten presided at the first luncheon session, introducing NAB President Justin Miller who delivered an address of welcome. Mr. Guy, president of the Institute of Radio Engineers, was principal luncheon speaker, giving a history of broadcasting.

Presiding Thursday afternoon was Oscar C. Hirsch, KFVS Cape Girardeau, Mo. First paper was read by F. G. Back, of Television Zoomar Corp., suggesting methods of bringing all TV optical factors into proper relationship. Richard Blount, General Electric Co., spoke on studio lighting; Robert F. Bigwood, DuMont TV Network, on theatre TV controls; Ernest L. Adams, WHIO-TV Dayton, Ohio, on design problems peculiar to a moderate-size TV station.

J. Roger Hayden, International Derrick & Equipment Co., showed a color film depicting construction of the 1,057-foot tower of WCON Atlanta. Concluding paper Thursday afternoon was read by John Lorber, of Raytheon Mfg. Co., speaking on graphical design of grid modulated power amplifiers for TV.

John H. DeWitt Jr., WSM Nashville, presided Friday morning, introducing E. Bradburd, Federal Telecommunications Labs., who described a 5 kw air-cooled TV transmitter. L. J. Wolf, RCA Engineering Products, told how super-gain performance can be attained by use of a new type of TV antenna. Blair Foulds and Frank N. Gillette, of General Precision Lab., described new types of 16mm TV projectors.

Problems of operating and developing the Bell System TV network were reviewed by Charles E. Schooley, of AT&T. Leo Staschover of Federal Telecommunications Labs., described TV sound diplexing in a TV link.

The economics of TV station operation, of growing importance in television's development, were discussed by Robin D. Compton, WOIC (TV) Washington, including staff organization, budgets, unions, network transmissions and government controls. Thane E. McConnell, Collins Radio Co., read a paper on the operation of a 10 w FM transmitter for educational stations.

With A. James Ebel, WMBD Peoria, Ill., presiding at the Friday luncheon, the conference turned to the future of TV with an address by G. Emerson Markham, director of the NAB Television Dept. Since taking the NAB post last September Mr. Markham has been working out a long-range program by which the association can serve the newest of the electronic industries.

Friday Afternoon

K. W. Pyle, KFBI Wichita, Kan., presided Friday afternoon. Papers were read by Charles Sheridan, Transit Radio Inc., on the engineering of this new medium; by John K. Hilliard, Altec - Lansing Corp., Hollywood, on a miniature condenser microphone; by John V. L. Hogan, of Hogan Labs., on facsimile; by Lauren K. Findley, Collins Radio Co., on a new 1 kw AM broadcast transmitter; by W. S. Bachman, Columbia Records, on the Columbia hot - stylus recording method; by Fred Grimwood, Gates Radio Co., on a new 5 kw AM transmitter.

Three stand-by papers were available for the program in case time permitted or a speaker could not attend. They were: "A New Television De-Modulator," Jack W. Downie, General Electric Co.; "Recent Improvements in Televising Motion Picture Film," Robert Myers, Allen B. DuMont Labs.; "A Small Size High-Fidelity Ribbon Pressure Microphone for AM, FM and TV Broadcasting," Harry F. Olson, RCA Labs.

Pa. Broadcasters to Meet

ANNUAL membership meeting of the Pennsylvania Assn. of Broadcasters will be held on Monday, June 5, at Bedford Springs Hotel, Bedford, Pa., according to Frank R. Smith, association president. Mr. Smith, who is president and general manager of WBVP Beaver Falls, Pa., said about 100 Keystone State station representatives are expected to attend. Sixty-seven stations are members of the association.

N.A.B.

us at the

CONVENTION

and make us tell you about...

CAPITOL-IZED SHOWS

More than 30 different musical shows, complete in script and format — that's the new CAPITOL-IZED lineup. Each one's unique ... cleverly assembled, with big-time showmanship of network calibre. Music has been carefully chosen from Capitol's fresh, well-balanced Transcription library—over 4500 superbly produced selections ... all recorded postwar. And look at these professional touches: special themes; voice-tracks of the featured artists; theme fill and bridge music (for commercial background); courtesy announcements, to build audience interest. Dollar for dollar, you can't buy better audience builders ... more "sponsor appeal." Make us prove it to you, face to face, at the N.A.B. convention. We'll be waiting to spin a program or two for you ... in Rooms 532A-534A. Or drop us a line at Sunset and Vine.

BROADCAST DIVISION
Capitol Records, Inc.
Sunset and Vine
Hollywood 28, Calif.

Capitol
RECORDS, INC.
BROADCAST DIVISION

A UNIQUE LIBRARY PROGRAM SERVICE

'Gambling' Probe

(Continued from page 42)

the problem of choosing between this resolution and an even more inclusive measure introduced previously by Sen. Estes Kefauver (D-Tenn.), decided last week to set up a special committee with Sen. Kefauver as its probable chairman.

The special committee would be composed of five Senators — two from Sen. Johnson's commerce committee and three from the Judiciary Committee—and would be authorized to conduct a "full, extensive and fair investigation of crime syndicates operating in interstate commerce," according to Sen. Scott Lucas (D-Ill.), Senate majority leader.

Sen. Kefauver will introduce a new resolution to create such a committee and specify a Jan. 1 deadline for its report rather than the earlier time limit contemplated for his original crime investigation.

Within the framework of the overall gambling probe, the Senate commerce committee meanwhile authorized a favorable report on a Justice Dept. measure to curtail the interstate transportation of slot machines for illegal use.

NRB Newsletter

MONTHLY newsletter titled "Profit Ideas" currently is being made available to business executives by National Research Bureau Inc., Chicago. March 1950 issue contains news on ideas used for television, a radio case history and other material of interest to furniture and home furnishings merchandisers. Each issue is devoted to a particular merchandising field with examples of "tested business-getting ideas."

RADIO MINISTERS

Meet in Two-Day Clinic

SPARKED by the desire to produce better religious programs for Indiana audiences, some 95 delegates attended the first annual Ministers' Radio Institute-Clinic at the school of religion of Butler U., Indianapolis on March 20-21. The two-day sessions were sponsored by the Indianapolis Church Federation and the Butler school.

Officials of WIRE WFBM WIBC and WISH, all Indianapolis, took part in the discussions. Principal speakers included Sherman P. Lawton, director of radio, U. of Oklahoma, on "Measurement of Audience Response"; Richard Meischke, producer of *Christian Brotherhood Hour*, speaking on "Music for Your Broadcast,"

G. B. Gordon, of Butler U. and program director of the Indianapolis Church Federation's radio committee, was director of the clinic.

FORMER ALL AMERICAN Glenn Dobbs (l), renowned former U. of Tulsa punter and ace passer, is signed as sports director of KRMG Tulsa, Okla. Approving the signing is Robert B. Jones Jr., KRMG manager. The grid star also played with the Brooklyn Dodgers and the Los Angeles Rams, professional clubs.

White Tower Spots

WHITE TOWER management Corp., Stamford, Conn. (restaurant chain), is placing one-minute announcement schedule in 11 Eastern markets plus Charlotte, N. C., following successful test in Providence, R. I. Announcements feature Bob Crosby, Walter O'Keefe, and the Andrews Sisters. Future expansion of campaign to other cities where the company operates restaurants is contemplated. Badger & Browning & Hersey Inc., New York, is the agency.

'Lightning'

(Continued from page 44)

some faults can be found with the film's production and that the "majority doesn't agree as to its effect." But, he added, the film compares favorably to other trade association productions. While there may have been error in filming action on the spot because of a lack of ideal filming conditions, an effort was made to make the picture as authentic as possible, he went on.

Another factor to "Lightning's" credit, Mr. Gray said, is the revision. The present version "is much different and packs much more punch" than the showings made of the rough product. In addition, Mr. Gray believes the 20-minute adaptation "Lightning That Sells" does a better job than the longer film.

This is the verdict given by one who closely followed the industry-wide promotion's film from fund raising, to actual filming and finally to its showing in many leading cities. All in all, Mr. Gray finds the film electrifying, radio's sales pitch not a contract with dotted line.

Spring Comes Earlier
And Sales Seem Easier
in
Memphis

Spring Tonic for Results

WHHM

Where your Spots are Spotlighted

More Listeners Per Dollar in Memphis

WHHM

Independent But Not Aloof
MEMPHIS, TENNESSEE
Patt McDonald, manager

Representative: Independent Metropolitan Sales

THIS IS **KFI**'s
DEFINITION OF

GOOD RADIO ADVERTISING:

• 76% INCREASE IN SALES! This universally distributed grocery product had a 76% increase over its already hefty sales in 10 weeks due solely to Burritt Wheeler on KFI. A companion product, barely mentioned by Wheeler, had an 85% increase!

• 50% INCREASE IN SALES! An appliance company, selling a $175 machine door to door, had a 50% increase in business after only four weeks due solely to an audience participation program starring Stu Wilson—and in the Long Beach territory alone there is a backlog of 25,000 demonstration appointments.

• 19,000 WOMEN INTO GROCERY STORES! In a four-week period 19,000 women went to the trouble to guess a melody, write their guess on a postcard, and go to a grocery store to pick up their prize—a 9¢ product. This was all due to 5-minute KFI program broadcast five mornings weekly.

Radio advertising is too often measured by inconclusive standards—a trade paper review, a rating, a cost-per-thousand study. The only valid definition of good radio advertising is—

ADVERTISING THAT PRODUCES SALES...

immediate and unmistakable response.

That is the type of advertising we attempt to sell you...on

KFI

Earle C. Anthony, Inc.

NBC for Los Angeles

50,000 Watts on 640 kc

Represented nationally by Edward Petry and Co.

XUM

JUST A YEAR OLD—

AND NOW LEADING THE FIELD IN THE BLOOMINGTON AREA

AND, WHAT'S MORE, WE'RE GOING TO 5000 WaTTS!

(That'll boost our coverage market in central and southern Indiana)

Balanced programming makes the difference, although we're the first to acknowledge, it doesn't hurt our rating any to be designated sports station for Indiana University. Located as we are in the limestone center of the world, we're right in there pitching—day and night—with **NEWS • DRAMA • MUSIC • CIVIC and COMMUNITY INTEREST programs.**

THE SARKES TARZIAN STATIONS

WTTS | **WTTV** — **BLOOMINGTON INDIANA**

Represented Nationally by **WILLIAM G. RAMBEAU CO.** New York, Chicago, Los Angeles, San Francisco

Represented Nationally by **BARNARD and THOMPSON, Inc.** 299 Madison Avenue New York City

West Statement

(Continued from page 42)

homes to come down" "Are program costs going to be very much higher?" "When can we expect studies of the sales effectiveness of television?"

But one question more than any other, dominated our discussions. It was simply this: "What happens to radio listening in television homes?" Advertisers, agencies and the broadcasting industry soon must have a reliable answer to this question if the present confidence we all have in radio's future is not to be impaired.

This leads to the second point; it concerns the future of radio research and particularly the successor organization to BMB. The ANA board of directors after consulting over 200 ANA members who are radio advertisers, recently stated our policy in regard to radio research. I would like to quote at least part of the board's statement as it is the best reflection of advertisers' viewpoint I know of.

ANA Board Message

It is essential (the statement reads) to the long run interests of all those concerned with advertising—the media as well as agencies and advertisers—that advertising expenditures be channeled in such a way as to produce the most effective and economical sales results. In order to accomplish that object, advertisers must be in a position to employ individual media intelligently—which means on the basis of facts. Advertisers, as represented by the ANA, have repeatedly expressed their need for valid and UP-to-date information on the audiences and coverage of radio stations.

Responsibility for providing that information seems clearly to rest with the broadcasting industry. . . . Moreover it has been the established practice with other media to provide a uniform standard of measurement by methods acceptable to their customers, the advertisers. In the absence of such information on broadcasting, advertisers will be materially handicapped in their efforts to use the medium fully and effectively.

The history of media research has demonstrated that its value—to the media themselves—is in proportion to the confidence which buyers place in it. That confidence in turn depends on the extent to which the techniques and execution of the research project are planned and validated in a manner acceptable to both buyer and seller. And mutual acceptability can be achieved only through the joint determination and review of objectives and procedures which have characterized the operation of the Broadcast Measurement Bureau. Unless the established principle of tripartite operation is applied in organizing the successor to BMB, there is substantial risk of loss of confidence in the data. . . .

There is more to the ANA Board's statement, but I believe the sections I have quoted reflect advertisers' needs and requirements. ANA members have a tremendous and well found faith in the present and future of radio as an advertising medium. There will, of course, be changes in what we have come to call "traditional" radio advertising concepts or patterns. But, as Howard Morgens of Procter & Gamble recently put it in a talk to the New York Radio Executives Club, "radio and television are both entering an extremely difficult period . . . the most pressing and important task for all of us is to make sure that both are effective and efficient from an advertising standpoint."

To do the job, Mr. Morgens suggests, as I see it, we must have more factual radio and television data, and advertisers are convinced that it is up to the radio industry to supply the information they need.

Real 'Mystery' Voice

FOR the past two months, listeners to the *920 Mystery Club*, musical guessing show on WTTM Trenton, N. J., have been greeted by a "mystery voice" when they phone in their guesses. Through some sort of mechanical mix-up, listeners find themselves connected with a voice which exchanges pleasantries and takes guesses on the mystery tune. He usually tells callers their guesses are correct and promises to send the theatre award tickets. When the "winners" check the station, they find they've been duped. The situation has brought on a full-scale probe by police and the New Jersey Bell Telephone Co.

LANG-WORTH FEATURE PROGRAMS SELL BEER & WINE!

LANG-WORTH FEATURE PROGRAMS, Inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

"FIGHT of the WEEK"

Gives you the SPOT of the WEEK!

● Now you can buy spot announcements in the outstanding major boxing event known as the "Fight of the Week," presented by the Sports Network every Monday night at 10 P.M.

● The "Fight of the Week" is broadcast direct from ringside and originates in whatever city the outstanding major boxing events occur. Del Parks brings you a vivid ringside blow-by-blow account of the fight and Jules Rind does the color and commercials.

● Under this new arrangement you may buy 45-second spots between rounds, on a 13-week basis with option for renewal. The rate for all markets* listed below is only $250.00 per 45-second spot, per show. More stations are being added each week at no extra charge to you.

*a SURE KNOCKOUT in these markets

PENNA.

Philadelphia	WPEN
Allentown	WAEB
Altoona	WJSW
Erie	WLEU
Harrisburg	WHP
Johnstown	WCRO
Lancaster	WLAN
Lebanon	WLAB
Lewistown	WMRF
Lock Haven	WBPZ
Pittsburgh	KQV
Pottsville	WPAM
Reading	WEEU
Scranton	WARM
Shamokin	WISL
Wilkes Barre	WBAX
York	WSBA

NEW YORK

Albany	WOKO
Auburn	WMBO
Buffalo	WEBR
Dunkirk	WFCB
Glens Falls	WWSC
Hudson	WHUC
Jamestown	WJTN
Olean	WHDL
Plattsburg	WEAV
Syracuse	WOLF
Utica	WGAT

NEW JERSEY

Atlantic City	WFPG
Bridgeton	WSNJ
Trenton	WBUD

VERMONT

Burlington	WJOY

MARYLAND

Baltimore	WITH

DISTRICT OF COLUMBIA

Washington	WINX

WEST VIRGINIA

Martinsburg	WEPM

DELAWARE

Wilmington	WAMS

OTHER STATIONS ADDED EACH WEEK

for Information and Availabilities

SPORTS BROADCAST NETWORK

Jack Rensel, *GENERAL MANAGER*

2212 WALNUT STREET • PHILADELPHIA 3, PA. • LOcust 4-4383

The DETROIT Area's Greater Buy! —at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an increased audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This increased effectiveness, coupled with the lowest rate of any major station in this region means now you get even more "*pulling power*" in every dollar you spend on CKLW. Get the Facts! Get the story first hand from those that see this "*pulling power*" working day in and day out *right down the middle of the dial at CKLW's 800 kc.*

●

MUTUAL **CKLW**

J. E. Campeau, President

Guardian Building ● Detroit 26, Michigan

Adam J. Young, Jr., Inc., National Rep.

NAB Convention Opens

(Continued from page 39)

ment and services opened last Wednesday morning, presenting to broadcasters the largest technical show in industry history [BROADCASTING, April 10]. Exhibits are located in the "Magical Fifth Floor" and the large Exposition Hall on the lower lobby level of the Stevens. They will remain open until Tuesday evening.

The annual Independent's Day meeting was scheduled all day Sunday, with an attendance of perhaps 400 expected [BROADCASTING, April 10].

From the standpoint of world prominence, broadcasters have never before been offered the opportunity to hear speakers of such fame. Their selection emphasizes the serious tone of the whole Management Conference program.

Actual Management Conference programming opens with an FM session at 9:30 Monday morning in the North Ballroom (see agenda page 22). Presiding will be Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the NAB FM Committee.

Formal Opening Today

The formal proceedings start today (Monday) at 12 noon in the Grand Ballroom of the Stevens. Mr. Lane will preside, as convention committee chairman, and will introduce NAB President Justin Miller who is attending his fifth annual convention.

All Management Conference meetings following the opening lunch will be held in the Eighth St. Theatre, reached via a ramp leading out of the Grand Ballroom.

First convention speaker will be Ambassador Warren R. Austin, permanent U. S. representative to the United Nations. Ambassador Austin replaces Carlos P. Romulo, Philippine ambassador and president of the UN General Assembly, who was summoned back to the Philippines last week.

The first convention speaker will sound the opening warning of the grave problems facing the world today. He will give the convention international aspect in outlining the American broadcaster's responsibility in world affairs.

With this groundwork laid, Herman W. Steinkraus, president of the U. S. Chamber of Commerce and president-general manager of Bridgeport Brass Co., will take up key problems facing American industry and their relation to the day-to-day operations of the business of broadcasters, stressing the broadcaster's duty toward business and industry.

The convention then will shift to a practical operating interlude in which two key labor executives will join two broadcasters in a panel on the American broadcaster's responsibility in labor relations. Judge Miller will preside. Representing labor will be Daniel W. Tracy, president, International Brotherhood of Electrical Workers (IBEW), and Raymond Jones, executive secretary, American Federation of Radio Artists (AFRA).

Representing broadcast management will be Chet L. Thomas, KXOK-AM-FM St. Louis, and Harold Essex, WSJS-AM-FM Winston-Salem, N. C. Both have been active in NAB labor relations activities.

Only membership business meeting of the convention is scheduled at 9:30 Tuesday morning. The agenda presents one speaker—Dr. Kenneth H. Baker, who is billed as discussion chairman. Dr. Baker is expected to review the BMB situation, including acceptance of Study No. 2 figures, and review plans for the third industry measurement project, Broadcast Audience Measurement Inc. (BAM).

Other convention business will be taken up, depending on wishes of the membership. The Resolutions Committee will present its report at this meeting. Only delegates bearing NAB certification cards will be admitted to the active member section of the theatre.

After Tuesday's luncheon, the convention theme moves back into the responsibility motif as FCC Chairman Wayne Coy discusses the broadcaster's responsibility to his government. Chairman Coy has been outspoken recently in his observations on radio and television program standards. His talk is scheduled at 1:30 p.m. in the theatre.

Second speaker of the afternoon will be Paul G. Hoffman, administrator of the Economic Cooperation Administration and for many years president of Studebaker Corp. Adm. Hoffman, as occupant of one of the world's most responsible positions, will tell broadcaster's their responsibility in world ecomics.

Cold War Warning

Judging by advance intimations, this talk may prove to be one of the most serious since the close of World War II. Already advertisers and agency leaders have been alerted to the seriousness of the cold war. Adm. Hoffman, it is believed, will let broadcasters know just what is going on and what can happen in an upset world if the United States fails in its international mission.

H. E. Babcock, agricultural leader, will wind up the afternoon's discussion and close the "responsibility" portion of the convention with a discussion of the broadcasters' responsibility in agriculture.

Tuesday evening is earmarked for a 7 p.m. reception in the Normandy Lounge and the annual banquet at 7:30 p.m. in the Grand Ballroom. BMI will stage a special 10th anniversary show for the dinner. No speeches are scheduled.

All exhibits will be closed prior to the banquet.

Wednesday morning is set aside for television. Dave Garroway, ex-Harvard professor turned TV m. c. and disc jockey, will preside. Panels are scheduled on programming and TV economics. The

Resolutions Procedure

THE NAB Management Conference Resolutions Committee will meet Monday, April 17, in Suite 706 of the Stevens Hotel, at 10 a.m. Members may submit proposed resolutions to the committee at that time by contacting Don Petty, NAB general counsel, as committee secretary, in Suite 706, or C. E. Arney Jr., NAB secretary-treasurer, headquartering in Room 8, third floor. Committee chairman is Paul W. Morency, WTIC Hartford, Conn.

agenda is strictly of the workshop type. Two NAB directors will participate—Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans.

The *Kukla, Fran & Ollie* cast from NBC will perform. Morning speakers include Burr Tillstrom, *Kukla, Fran & Ollie* creator; Jack Mabley, *Chicago Daily News;* Ernest Walling, NBC producer; Jim Moran, Courtesy Motor Sales, Chicago; Marion Harper Jr., McCann-Erickson; William B. Ryan, KFI Los Angeles, an NAB board member; Robert C. Tait, president, Stromberg-Carlson Co., Rochester.

The convention will adjourn at the conclusion of the Wednesday morning session.

LANG-WORTH
FEATURE PROGRAMS
SELL
SOFT DRINKS!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

WISH STUDIOS

Coy Helps Dedicate

FCC CHAIRMAN Wayne Coy was featured speaker Tuesday at the formal ceremonies dedicating the new studios of WISH Indianapolis, ABC outlet on 1310 kc with 5 kw day, 1 kw night, and headed by Frank E. McKinney. George Higgins is general manager. Guests included Robert Hinckley, ABC vice president, and Harry Wismer, ABC sports director.

FCC Chairman Wayne Coy, speaking at the dedicatory ceremonies, called the "handsome new studios" a symbol of "the importance of radio broadcasting in our way of life." He said "they are eloquent testimony to the faith of Frank McKinney and his associates in the future of broadcasting and to their faith in the future of Indianapolis."

U. S. preeminence in the world, Chairman Coy felt, "is due in no small measure to the contribution made by its communications systems." He singled out the "mushrooming growth of that most universal of all forms of communication—radio broadcasting"—and the rapid growth of television.

"Because of our broadcasting system," he said, "the American people have a wider access than ever before to the free, unhampered discussion of their community problems and national and international problems. Hence they are better equipped to participate as intelligent citizens in the conduct of their democratic society."

FEES DISPUTE

AFRA Claims Victory

"SIGNAL VICTORY" was claimed by American Federation of Radio Artists in the recent settlement of its dispute with McCann-Erickson Inc., MBS and Don Lee Broadcasting System on the payment of repeat fees for rebroadcasting of the *Straight Arrow* program. Following two days deliberation by the AFRA board of directors, the union agreed to accept an MGS offer for 50% of the total payment asked in repeat fees from Feb. 7, 1950, for cast members; and written recognition from MBS and Don Lee of the principle of payment of the repeat fee for use of all such off-the-line recordings.

AFRA had claimed a total of $12,103 was due in back salaries to actors on the program from Feb. 7, 1950, inasmuch as the program is rebroadcast on the West Coast by off-the-line recordings.

According to Claude McCue, executive secretary of the union, this is the first instance since the set up of their codes that the theory of added value to the producer for use of off-the-line recordings has been clearly enunciated in writing by any signatory to the AFRA contracts.

Recognition of additional payment will hold for all MBS commercial programs, as of Feb. 7, 1950.

WCFL's PULSE IS BEATING FASTER!

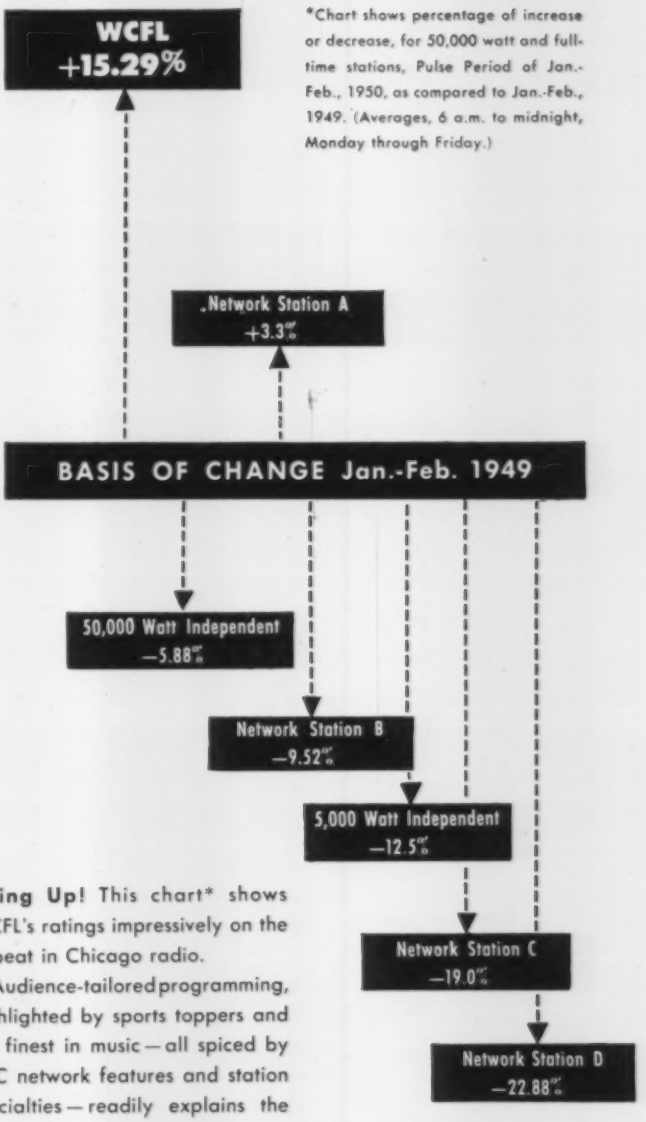


*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations, Pulse Period of Jan.-Feb., 1950, as compared to Jan.-Feb., 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

Going Up! This chart* shows WCFL's ratings impressively on the upbeat in Chicago radio.

Audience-tailored programming, highlighted by sports toppers and the finest in music—all spiced by ABC network features and station specialties—readily explains the gains. Time rates, moreover, are as inviting as the programs presented over WCFL.

WCFL
50,000 watts • 1000 on the dial
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.
An ABC Affiliate

SPOT'S ALL-TIME HIGH

$112 Million Net Sales in '49

By TYLER NOURSE

National and regional non-network radio, commonly called spot, reached an all-time high of $112 million in net time sales in 1949 pressing closer on the heels of its worthy adversary, national network, which rang up a net total of $127,590,000 on its cash register.

In an effort to find out just what product groups contributed to this 26.2% of radio's total income BROADCASTING'S research department has, for the second year, obtained data from all classes of stations within the United States.

Overall the 1949 picture has changed in several respects from that shown in 1948. Remarkable were slight increases in the amounts spent by the Agriculture and Farming; Gasoline, Lubricants and Fuel; Household Equipment, Applicances and Supplies; Insurance, Jewelry, Optical Goods and Cameras; Publishing and Media, and Toiletries classifications.

At the same time decreases were shown in the following groups: Apparel, Footwear & Accessories; Beer, Wine & Liquor; Confectionary & Soft Drinks; Drugs and Remedies, and Retail Stores and Shops.

Classifications practically unchanged included: Automotive, Auto Accessories & Equipment; Entertainment and Amusement; Food & Food Products; Smoking Materials, and Soaps, Cleansers and Polishes.

Five product classifications dominated the field, placing slightly over $58 million dollars worth of net business. This was approximately 52% of the spot radio total in 1949.

Spot Radio Revenue by Product

Product Groups*	$ 1949	% Total 1949	$ 1948	% Total 1948
Agriculture & Farming	$4,368,000	3.9	$2,592,000	2.6
Apparel, Footwear & Accessories	3,136,000	2.8	3,458,000	3.5
Automotive, Auto Accessories	7,392,000	6.6	6,851,000	6.9
Beer, Wine & Liquor	3,696,000	3.3	4,876,000	4.9
Confectionary & Soft Drinks	2,800,000	2.5	5,114,000	5.1
Consumer Services	1,344,000	1.2	1,126,000	—
Drugs & Remedies	12,096,000	10.8	13,240,000	13.4
Entertainment & Amusements	2,352,000	2.1	2,435,000	2.5
Food & Food Products	23,632,000	21.1	22,114,000	22.2
Gasoline, Lubricants & Fuel	5,600,000	5.0	2,682,000	2.7
Household Equipment & Supplies	3,584,000	3.2	1,998,000	2.0
Household Furnishings	1,232,000	1.1	1,532,000	1.5
Insurance	1,344,000	1.2	412,000	—
Jewelry, Optical Goods & Cameras	4,592,000	4.1	2,530,000	2.5
Publishing & Media	2,016,000	1.8	595,000	—
Retail Stores & Shops	4,144,000	3.7	4,498,000	4.5
Smoking Materials	3,360,000	3.0	3,392,000	3.4
Soaps, Cleansers & Polishes	9,520,000	8.5	9,570,000	9.6
Toiletries	3,920,000	3.5	1,878,000	1.9
Transportation, Travel & Resorts	1,680,000	1.5	842,000	—

* Product groups representing less than 1% of all spot business in 1949 are omitted in this table.

Note: Estimates based on BROADCASTING Research Department Survey of National and Regional Spot Business for 1949 and 1948.

Leading users of spot were advertisers of Food and Food Products. This highly competitive field spent approximately $23.5 million, almost twice that of second place Drug and Remedies advertisers and over $1.5 million more than in 1948. The Food Product advertisers also lead in network gross expenditures, placing slightly over $45 million in that medium, down about $2 million from the previous year.

Drugs and Remedies

Drugs and Remedies advertisers placed just over $12 million worth of net spot advertising. This classification also was in second place during 1948 when the drug firms spent approximately $13 million on spot campaigns. On the networks this classification was in fourth place with just over $21 million gross, about $1.5 million below 1948.

Manufacturers of Soaps, Cleansers and Polishes, traditionally a heavy user of radio time, placed over $9.5 million worth of net spot business in 1949. This was approximately the same dollar volume as in 1948. On the networks this product group ranked fifth with gross expenditures of $19,334,813, approximately $1.4 million less

(Continued on page 112)

Spot in 1949

.: Account reported inactive this month.
.: Account no longer being reported on.
.: Agency handling this account not yet a reporting member.

(Accounts, with number of stations used each month, based on the Rorabaugh Report on Spot Radio Advertising.)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
AGRICULTURAL												
Armour Fertilizer Works	4	4	4									
Coconut Meal	3	3	3	3	3	3	3	3	3			
Garst & Thomas Hybred Corn	4	13	14	14	14	5	5	4	13	12	12	4
Kingscrost Hybrid Seed Corn	16	16	16	16	3	3	3					
Murphy Feeds	18	18	18	18	10	10	10	10	10	10	10	10
Northrup Seeds	16	16	16	16	3	3	3					
Pilot Brand Oyster Shells	37	37	37	37	37	37	40	40	40	40	40	40
Pioneer Hi-Bred Corn	1	2	2	2	2				3	4	4	1
Sterling Feeds	16	16	16	16	3	3	3					
Swift's Hatcheries	..	1	1	1	..	..	..	..	..	..	..	..
Unadillo Silo Co.	..	4	4	..	..	..	..	..	..	..	..	..
AUTOMOTIVE												
Atlantic Gas & Oil	3	3	29	47	47	47	47	47	47	131	115	7
Austin Motor Cars	..	..	..	..	..	..	..	..	1	1	3	3
Chrysler Corp.			506	6	10	10	9	10	10			
Chrysler Dealers	131	142	144	138	114	360	359	373	370	367	367	1
Conoco Gas & Oil	2	2	2	2	2	2	2	2	2	2	2	2
Dodge Cars		377	377						731	548	548	1055
Esso Gas & Oil	42	42	42	42	42	42	42	42	42	42	42	42
Ford Dealers	7	8	382	152	150	88	142	68	139	368	993	652
General Motors (Inst.)	14	14	14	14	14	14	14	14	14	14	14	14
Hollingshead Motor Rhythm & Zorbit	3											
Keystone Auto Club	7	7	7	7	7	7	7	7	7	7	7	7
Lee Tires	31	31	31	24	24	23	23	21	21	21	21	21
Mobiloil & Mobilgas	8	9	9	9	9	9	9	8	8	8	8	8
Oldsmobile Motor Cars	135	136	149	164	184	183	182	177	178	172	173	173
Philgas				15	17	17	17	18	15	14	14	14
Phillips 66 Gas & Oil	31	31	31	24	24	23	23	21	21	21	21	21
Phillips 66 Products												1
Pontiac Motor Division		73									631	631
Pure Gas & Oil	2	2	2	2	2	2	2	2	2	2	2	2
Rootes Motor											3	3
Shell Gas & Oil	39	39	40	42	45	44	42	43	43	43	44	43
Standard Gas & Oil (Ind.)	21	21	23	23	24	24	27	27	28	28	28	28
Texaco Gas & Oil	14	14	14	14	14	16	16	16	16	16	16	16
Wasatch Oil					1	1	1	1	1	1	1	..
BEVERAGES—ALCOHOLIC												
Beverwyck Beer & Ale	18	19	19	24	12	12	19	19	14	28	21	30
Budweiser Beer									16	24	24	24
Burkhardt Beer	5	5	5	5	6	8	8	9	8	9	9	8
Calvet Wine				1	1	1	1	1	1	1	1	1
Carlings Black Label Beer	1	1	3	1	1	1	1	1	1	1		
Carlings Red Cap Ale	30	22	34	50	50	80	76	71	69	39	30	30
Colombo Wine	2	2	2	2	2	2	2	2	2	2	2	2
Dawson's Ale & Beer										10	11	12
Gibson's Golden Pheas. Wine	1	1	1	1	..	..	..	..	..	..	..	..
Gluek's Beer	10	11	11	10	12	12	12	12	12	12	12	12
Hyde Park Beer												1
Jax Beer	21	21	21									
Krueger Beer & Ale	3	3	..	43	55	55	52	52	52	33	22	21
Lanson Champagne				1	1	1	1	1	1	1	1	1
Old English Brand Ale	18	15	17	30	30	37	37	42	40	27	24	21
Pfeiffer Brewing Co.			50	50	50	59	59					
Prior Beer	3	4	5	5	5	6	6	6	8	8	8	8
R & H Beer	4	4	4	5	5	5	3	1	3	4	4	2
Rainier Beer & Ale	17	17	17	17	17	17	17	17	17	17	17	17
Rams Head Ale	3	4	5	5	5	6	6	6	8	8	8	8
Rheingold Beer							8		7	7		
Schmidt Brewing Co.					3	5	5	6	7	5	7	7
Stag Beer	1	1				12	34	15	7	7	7	6
Sunshine Beer	4	2	2	2	2		3	3	3	3	13	13
Taylor Wine Co.											2	2
Trommer's Beer	15	15	14	22	22	22	22	22	22	22	28	28
Utica Club Beer	18	15	17	30	30	37	37	42	40	27	24	21
Valley Forge Beer	3	4	5	5	5	6	6	6	8	8	8	8
Virginia Dare Wine		105	105	105	..	..	..	..	130	130	130	..
BEVERAGES—NON-ALCOHOLIC												
Aborn's Coffee	31	31	31	32	32	32	32					
Bireley's Fruit Flavor Drink	1	1	1	1	1	1	1	1	1	1	1	1
Bliss Coffee	3	3	3	3	3	3	1	1	1	1	1	1
Canada Dry Bev. (All Products)	12	12	14	14	17	17	21	21	19	6	1	3
Coca-Cola	130	125	116	36	32	32	32	32				39
Coca-Cola Bottling Co. of Minn.	2	1	1	1	1	1	1	1	1	1	1	1
Coca-Cola Export Corp.	1	1	1	1	1	1	1	1				1
Hires, Charles E., Co.										1		1
Kroger Hot-Dated Coffee	28	28	28	28	28	28	28	28	28	28	28	28
Instant Maxwell House Coffee	2	2	2	2	2	2	2	2	2	2	2	2
Maxwell House Coffee	2	2	10	13	7	10	5	2	2	3	4	3
Medaglia D'Oro Coffee										4	4	4
Miller-Becker										1	3	3
Pan American Coffee Bur.						32	32	32	32			
Ridgeway's Tea									3	3	3	..
Sanka & Instant Sanka Coffee	1	1	1	1	1	1	1	1	1	1	1	1
Savarin Coffee	1	1	1	1	1	2	3	3	3	4	4	4
"26" Coffee	3	6	6	6	13	15	12	12	14	19	20	20
Walter Baker's Cocoa	1	1	1	1	..	..	..	..	..	..	..	..
Welch Grape Juice (All Products	6	6	6	6	•	•	•	•	•	•	•	•
White Rock Beverages	8	7	2	2	2	2	2	1	1	1	1	1
Yuban Coffee	2	2	2	2	1	1	1	1	1	2	2	2
CIGARETTES & TOBACCO												
Dutch Master Cigars	1	1	1	1	1	1	1	1	1	1	1	1

(Continued on page 69)

BREAKDOWN and analysis of the product groups will be found on the following pages: Video breakdown starts on page 135.

Agriculture & Farming	66	Consumer Services	76	Household Furnishings	98	Radios, TV Sets, Phonos, etc.	106
Apparel	66	Drugs & Remedies	78	Industrial Materials	100	Retailers	108
Automotive	68	Entertainment & Amusements	80	Insurance	100	Smoking Materials	108
Aviation	70	Food & Food Products	82	Jewelry, etc.	102	Soap & Cleansers	112
Beer, Wine & Liquor	70	Gas, Lubricants, etc.	94	Miscellaneous	119	Sporting Goods	113
Building Materials, Etc.	75	Horticulture	96	Office Equip. & Stationery	104	Toiletries	114
Confectionary, Soft Drinks	76	Household Equip. & Supplies	96	Publishing & Media	104	Travel & Resorts	119

'50 TIME SALES

Selling Is Key; Rate Adjustments Mulled

By BRUCE ROBERTSON

NETWORK time sales will be good in 1950.

Business, generally speaking, is good and the consensus of the economic experts is that it will continue on a high level for at least the next few months. The housing boom continues as the nation's builders exert every effort to catch up with the dwelling needs of the public, which last year added 3,729,000 babies to the American scene. New home owners make new customers for ranges, refrigerators, vacuum cleaners and other household appliances, whose makers see a peak market in 1950. The automotive industry continues to set new production records, despite the strike which has temporarily halted work at the Chrysler plants. More cars need more tires, and rubber factories are working longer weeks.

Employment, while below last year's level, increased to 57,551,000 in March. National personal income started this year at an annual rate of $1 billion above last year's average. People with money will spend it for things they want, and those things usually carry brand names made familiar through advertising.

Cigarette Use Rises

Cigarette consumption hit an all-time high last year and cigarette advertising was one of the few types to use more network time last year than in 1948. Food advertising on the networks decreased its time purchases from 1948, but continued as the network's best customer, even so. The other network leaders — Laundry soaps, Drugs and Toiletries—also curtailed their use of network time in 1949 as compared to 1948. Yet their businesses are among the most highly competitive in the country and advertising is as essential to them as the manufacturing process.

All of these industries anticipate top level advertising expenditures during 1950. All of them will make extensive use of network radio. The question is whether they will increase its use or gradually curtail it in a continuance of last year's trend.

There is no question about the potential audience of the radio networks. A survey conducted jointly by the Radio Mfrs. Assn. and the NAB showed that as of the first of the year there were a total of 88,964,000 radio and TV sets in the United States—65,436,000 radio-only receivers in homes and another 5 million in public places, plus some 14,764,000 auto sets, with the television receiver count put at 3,764,000. There are plenty of radios to tune in any sponsor's network offering. The trouble lies in the nearly 4 million video sets and their effect on radio listening in areas which also have TV program service.

John C. McLaughlin, advertising and sales promotion manager of Kraft Foods Div. of National Dairy Products, long-time user of network time and now a steady client of the TV networks as well, in a recent speech before the Chicago Radio Management Club, asked openly a question that other network advertisers have been pondering in recent months:

"Radio can no longer offer the same potential audience in major markets that it could a few years back, so it seems your product can no longer demand and get a premium price," Mr. McLaughlin stated.

He suggested a combined AM-TV network package or rate adjustments to compensate for radio losses in TV markets might provide the solution.

Morgens' Viewpoint

Howard J. Morgens, vice president of Procter & Gamble Co., largest user of network time, backed up Mr. McLaughlin in a talk to the Radio Executives Club of New York. "We look forward," he declared, "to lower radio time costs in areas of high television development, as confidently as we do to a higher television time cost in those areas."

Stating that TV's rapid growth finds radio "in a period of declining values," Mr. Morgens continued: "In these difficult circumstances, we believe that the most pressing and important task for all of us is to make sure that radio and television are effective and efficient from an advertising standpoint."

As BROADCASTING noted editorially (March 27), such arguments are "the stock-in-trade of buyers of advertising. The fact that there have been no general network or station rate increases in 11 years, whereas printed media have boosted rates in tempo with overhead, isn't taken into account. The fact the number of radio homes in that period has increased from 28,700,000 to 42,000,000, that the total number of sets has vaulted from 45,300,000 to 84,000,000, is

(Continued on page 69)

Network Gross by Product Groups

JANUARY-FEBRUARY 1950

Class	Jan.	Feb.	TOTAL
1. Agriculture & Farming	$ 93,708	$ 91,427	$ 185,135
2. Apparel, Footwear & Access.	109,440	101,392	210,832
3. Automotive, Automotive Access. & Equip.	719,524	498,040	1,217,564
4. Aviation, Aviation Access. & Equip.	—	—	—
5. Beer, Wine & Liquor	232,894	232,796	465,690
6. Bldg. Materials, Equip. & Fixtures	103,516	95,742	199,258
7. Confectionery & Soft Drinks	630,928	577,952	1,208,880
8. Consumer Services	177,050	143,616	320,666
9. Drugs & Remedies	2,188,000	3,052,991	4,240,991
10. Entertainment & Amusements	—	—	—
11. Food & Food Products	4,100,124	3,734,472	7,834,596
12. Gasoline, Lubricants & Other Fuels	452,419	409,530	861,949
13. Horticulture	11,744	23,488	35,232
14. Household Equip. & Supplies	273,687	244,175	517,862
15. Household Furnishings	38,494	38,408	76,902
16. Industrial Materials	215,738	172,830	388,568
17. Insurance	283,262	259,353	542,615
18. Jewelry, Optical Goods & Cameras	179,127	114,218	293,345
19. Office Equip. Writing Supplies & Stationery	150,567	133,920	284,487
20. Publishing & Media	176,486	175,046	351,532
21. Radios, TV Sets, Phonographs, Musical Instruments & Access.	86,008	116,722	202,730
22. Retail Stores & Shops	1,728	1,728	3,456
23. Smoking Materials	2,164,399	1,998,342	4,162,741
24. Soaps, Cleaners & Polishes	1,663,850	1,551,340	3,215,190
25. Sporting Goods & Toys	—	—	—
26. Toiletries & Toilet Goods	2,439,196	2,118,517	4,557,713
27. Transportation, Travel & Resorts	84,585	67,860	152,445
28. Miscellaneous	508,566	419,066	927,632
TOTALS	17,085,040	15,374,347	32,459,387

SOURCE: Publishers Information Bureau

* * *

COMPARATIVE EXPENDITURES IN RADIO BY PRODUCT GROUPS

	Spot (% Net)	*Network (% Gross)*
1. Agriculture & Farming	3.9	0.7
2. Apparel, Footwear & Accessories	2.8	0.8
3. Automotive Equipment & Accessories	6.6	3.6
4. Aviation Equipment & Accessories	—	—
5. Beer, Wine	3.3	0.7
6. Building Material & Fixtures	0.4	0.7
7. Candy & Soft Drinks	2.5	3.3
8. Consumer Services	1.2	1.0
9. Drugs & Remedies	10.8	11.2
10. Entertainment	2.1	—
11. Food & Food Products	21.1	24.1
12. Gas & Oil	5.0	3.0
13. Horticulture	0.2	—
14. Household Equipment	3.2	3.3
15. Household Furnishings	1.1	0.5
16. Industrial Materials	0.1	1.2
17. Insurance	1.2	2.0
18. Jewelry & Optical Goods	4.1	1.5
19. Publishing & Media	1.8	0.5
20. Radios, TV Sets & Musical Instruments	0.5	0.4
21. Retail Outlets	3.7	—
22. Smoking Materials	3.0	12.6
23. Soaps, Cleansers & Polishes	8.5	10.3
24. Sporting Goods & Toys	0.3	—
25. Toiletries	3.5	15.6
26. Transportation & Travel	1.5	0.6
27. Miscellaneous	7.6	2.4

Class 1: . . . . Agriculture

THE RICH FARM market for all types of radio-advertised consumer goods and the millions of dollars spent for radio time and talent to sell clothes, automobiles, radios, foods and all the other necessities and luxuries are passed by in this section of BROADCASTING's annual analysis of the radio advertising of various types of products. Other sections of this report will deal with advertising to the farmer and his family, along with other consumer groups, under the individual product headings.

This section's concern is solely with radio advertising of the farmer's professional goods, the seeds, livestock and various types of farm machinery and equipment he buys to keep his farm running. Like the raw material and machines of industrial plants, to which it corresponds, this industrial farm equipment does not constitute a major class of radio-advertised products.

CLASS 1. AGRICULTURE, FARMING

NETWORK (Gross)	1949	$1,160,172	SPOT (Net)	1949	$4,368,000 *
	1948	1,531,531		1948	2,592,000
	1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins Adv. Co.	Farm Equipment	NBC-164-½	$439,264	$421,280	.....
RALSTON-PURINA CO. "Checkerboard Jamboree" Brown Radio Productions	Chow Products	MBS-218-1¼	$360,568	$327,532	.....
INTERNATIONAL HARVESTER CO. "Harvest of Stars" McCann-Erickson	All Products	CBS-167-½ (Jan.-March)	$223,341	$782,719	.....
QUAKER OATS CO. "Man on the Farm" Sherman & Marquette	Full-O-Pep Feeds	MBS-403-½ (Aug.-Dec.)	$136,999	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Network Expenditures Steady

Network advertising of this class, itemized in the accompanying table, was about the same in 1949 as in 1948. The drop of about 25% in total expenditures for network time reflects a change in the classification of International Harvester Co. advertising rather than in its advertising. Since April 1949, when this company shifted its program from CBS to NBC, the advertised product has been reported as "motor trucks and farm machinery" instead of "all products" which moved it from the agricultural group into the automotive class, according to the tabulations of Publishers Information Bureau, source of the network advertising figures.

Swift & Co. in January started a spot campaign for its hatcheries, using five five-minute programs a week on some 20 stations, chiefly in the Midwest. Last year Swift used only one station for only three months, February-April, for its hatcheries.

Garst & Thomas Hybred Corn Co. in January sponsored ten-minute and quarter-hour programs, once to four times weekly, on three stations, continuing a campaign which reached peaks of 14 stations in the spring and 13 in the fall, declining in the midsummer and midwinter months.

Murphy Products Co. continues its year-round use of five-minute to half-hour programs, once to six times a week, on 10 midwestern stations, for its stock feeds. Oyster Shell Products Inc. is another regular spot advertiser in this group, using announcements on 40 stations for Pilot Brand Oyster Shells.

There are doubtless many other regional and local advertisers in this class whose campaigns are not included in our files or in the Rorabaugh Reports on Spot Radio Advertising, the major sources of information on spot business. Mutual, for example, reported that as of February the network's co-operative programs were sponsored on 22 stations by farm equipment companies.

Class 2: . . . . Apparel

UNCERTAIN is the word that seems most descriptive of the outlook for the apparel business at this time. In February, the U. S. Dept. of Commerce reported that "active demand, firm prices and high levels of production are indicated for the major textile fabrics until at least mid-1950." American Woolen Co. orders in the first two months of this year totaled $25 million, compared to $7 million for the like period of 1949. Yet at that company's annual meeting the end of March, stockholders were told that operations at some of that company's 25 mills would have to be curtailed for lack of enough business to insure profitable operations.

Retailers of apparel, with sales running some 10% below the 1949 level in January and February, were so cautious in their buying that clothing manufacturers charged them with losing sales because of incomplete inventories. A number of rayon mills in March cut operating schedules from a six-day-a-week basis to five days. Manufacturers looked for improved buying of both men's and women's garments later in the year, however.

The shoe picture is more optimistic. The Leather Show in March produced record buying from shoe manufacturers who themselves had received large reorders of footwear from retailers for Easter delivery. Hosiery shipments in January were 14% ahead of those in January 1949. And California sportswear producers report a rush of orders from retailers who apparently anticipate major sales of multi-colored garments this summer.

Two other apparel advertisers used network time in 1949 in addition to those listed in the adjoining table. Mode O'Day Corp. promoted its wash dresses in January 1949 with three weekly quarter-hours of *Surprise Package* on 20 West Coast ABC stations (time charges: $1,410). Dr. A. Posner Shoes Inc. sponsored *Big 'n' Little Club*, ABC Saturday half-hour, January through May ($13,164). Trimount Clothing Co. has begun sponsoring 15 minutes of ABC's *Stop the Music*.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES

NETWORK (Gross)	1949	$1,292,367	SPOT (Net)	1949	$3,136,000*
	1948	1,431,589		1948	3,458,000
	1939	253,979			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
BROWN SHOE CO. "Smilin' Ed McConnell & His Buster Brown Gang" Leo Burnett Co.	Shoes	NBC-163-½	$442,198 437,680	$425,204	.....
"Sport Magazine Awards" Leo Burnett Co.	Shoes	MBS-56-½ (one time)	$ 4,518	.....	.....
FRANK H. LEE CO. "Drew Pearson" "Robert Montgomery Speaking" (Eff. Sept. 15) Grey Advertising	Men's Hats	ABC-276-¼	$428,324	$404,195	.....
TRIMOUNT CLOTHING CO. "Sherlock Holmes" William H. Weintraub Co.	Men's Clothes	MBS-233-25min. (Jan.-June)	$179,099	$318,792	.....
ADAM HAT STORES INC. "Drew Pearson" William T. Weintraub Co.	Men's Hats	ABC-268-¼ (Sept.-Dec.)	$140,685	.....	$151,893
PIEDMONT SHIRT CO. "William L. Shirer" William H. Weintraub Co.	Men's Shirts	MBS-349-¼ (Jan.-April)	$ 72,016	$196,405	.....
EVANS CASE CO. "Evans Show Case" Don Horter & Co.	Handbags, Compacts, Lighters	CBS-11-½ (June-Sept.)	$ 15,471	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Current Spot Accounts

Spot campaigns currently on the air for apparel concerns include Robert Hall Clothes (men's clothing chain), using more than 160 stations in some 60 markets; Crawford Clothes (men's clothing stores), sponsoring more than 100 programs and more than 100 announcements a week on eight stations in the New York metropolitan area; Erie Clothing Co. (men's clothing), sponsoring five quarter-hours a week on WENR Chicago. Adam Hat Stores in December started an announcement campaign in 40 markets; Champ Hats is

(Continued on page 68)

measure your audience per dollar spent

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers . . . check the time costs . . . check KXOK's B. M. B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.

Apparel

(Continued from page 66)

considering a spring radio campaign.

Goodyear Tire & Rubber Co. uses station breaks on 76 stations for its rubber shoe products; National Shoe Stores uses 90 announcements and more than 20 programs a weeks on seven stations in the New York area. Allied Knitting Mills (Fashionknit ties) has been sponsoring basketball game broadcasts and a heavy announcement schedule over three New York FM stations; Di Tieri (cravats, robes) is planning use of radio. F. Jacobson & Sons (shirts, pajamas) uses radio in a cooperative advertising plan whereby the company pays half the advertising costs of dealer campaigns for its products up to 5% of net shipments.

Celanese Corp. of America continues an announcement campaign which ran throughout 1949, using three announcements a week on 28 stations; E. I. duPont de Nemours & Co. in January started announcements on 60 stations in 40 markets to educate the public about denier of stockings; Canadian Fur Trappers Corp. continues an extensive campaign on four New York stations, using 28 programs and 130 announcements a week; Nestle Form Co. plans radio advertising for its brassieres.

Apparel advertising, while only a minor item in the network and spot advertising lists, ranks high among the users of radio time at the local level. About 140 local sponsors of network cooperative programs (nearly 10% of the total) are apparel and department stores. They also comprise by far the largest class of Transit Radio clients.

Class 3: . . . . Automotive

"AFTER setting new sales and production records in 1949, the U. S. automotive industry now has established still another all-time high for the first quarter of 1950," William J. Cronin, managing director, Automobile Mfrs. Assn., reports in an exclusive statement to BROADCASTING.

"Over 1,600,000 new passenger cars, trucks and busses had been turned out by the end of March, more than 200,000 units ahead of 1949's record-breaking pace," Mr. Cronin continued. "Last year, automotive producers built a total of 6,238,088 new vehicles. The 1949 output topped the two best previous years—1929, by 16%, and 1948, by 18%.

"With a backlog demand, the usual seasonal patterns of passenger car sales continued to be absent during 1949. In fact, August and September, normally the two slowest months of the year, topped all others in 1949. Other new records in 1949 were established in vehicle registrations, payrolls and special taxes paid by motorists." Mr. Cronin notes slight declines in the number of cars exported and in the production of trucks and replacement parts.

"While sales during the winter months have been running at unusually high levels, the industry looks for even greater activity during the spring selling season which is just now getting under way," Mr. Cronin concludes. "Sales, advertising and promotion programs have been gearing up for the spring demand which promises to be of sufficient strength to enable vehicle producers to add another new entry in the industry's all-time record book by the end of June."

High Rubber Production

The rubber industry also looks forward to maintaining in 1950 the same high level of production attained in 1949 when consumption of new rubber totalled nearly a million long tons, according to the Rubber Mfrs. Assn. Output of passenger car tire casings last year was 65.5 million, a slight drop from the 1948 output of 66.7 million, the association reports, but sales of camelback for retreading increased 20% over 1948.

This favorable outlook for the automotive industry is good news for radio, which seems slated to get a larger share of automotive advertising budgets, estimated to aggregate better than $400 million in 1950, than in previous years. Announcement campaigns for 1950 cars that broke early this year were credited with making January 1950 the all-time high month in the history of spot radio. Local auto dealers, in some lines offered cost-sharing plans by motor manufacturers, are also good prospects for station salesmen.

Automotive advertisers on the national networks last year, in addition to the six leaders listed in the table, were: Fram Corp. (filters), sponsoring *Sports Thrill of the Week* on Mutual, five minutes each Saturday, March to June ($44,405 for time); Fruehauf Trailer Co., *This Changing World*, year-round Sunday quarter-hour on ABC ($225,631); Goodyear Tire & Rubber Co. (institutional), *Greatest Story Ever Told*, Sunday half-hour on ABC through the year except for a July-August hiatus ($436,736); Hudson Motor Car Co., *Anniversary Program* last April, MBS one-timer ($8,811); International Harvester Co. (trucks and farm equipment), *Harvest of Stars*, Sunday half-hour on NBC, April-June, September-December ($337,962); Perfect Circle Co. (piston rings), *Memorial Day Races* on MBS ($18,759); Studebaker Corp., Sam Hayes' newscasts three quarter-hours a week on NBC Pacific ($140,392); Western Auto Supply Co. (accessories), *Circle Arrow Show*, weekly half-hour on NBC, January-June ($103,116).

Kaiser-Frazer Drops

At the end of the year Kaiser-Frazer dropped sponsorship of Walter Winchell and Chrysler Corp. shifted its CBS advertising for De Soto cars from Tuesday to Wednesday and its program from *Hit the Jackpot* to the Groucho Marx show, *You Bet Your Life*.

Ford Motor Co. in January launched a four-week, nine-program, three-network campaign for its 1950 models, buying the most popular sustaining shows available on ABC, CBS and MBS for a whirlwind drive that cost the company an estimated half-million dollars. Ford augmented its special network programs with announcements on some 240 stations, following a spot barrage on more than 650 stations used in December. A second flash flood of network advertising for Ford is now in progress.

Chrysler Corp. last fall began extensive use of spot radio for Dodge cars, using two announcements a day on some 550 stations in October-November and rising to more than 1,000 stations in December and nearly 1,100 in January. Chrysler cars were advertised during 1949 with a spot campaign that used more than 350 stations last summer and fall but had declined to a list of only eight outlets in January 1950. Chrysler may be expected to resume heavy radio schedules as soon as the strike, which began Jan. 25, is ended, in an effort to make up for lost time.

General Motors, as this year

(Continued on page 70)

CLASS 3. AUTOMOTIVE & ACCESSORIES

		NETWORK (Gross)	1949	$6,718,766	SPOT (Net) 1949	$7,392,000*
			1948	7,696,776	1948	6,851,000
			1939	3,275,879		

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
FORD MOTOR CO.			$1,251,459	$1,629,102	$949,297
"The Ford Theatre" Kenyon & Eckhardt	Cars	CBS-170/CBC-H (Jan.-July)	799,995	565,553	
"The Fred Allen Show" J. Walter Thompson Co.	Dealers	NBC-166/CBC-½ (Jan.-June)	451,504	670,134	
CHRYSLER CORP.			$ 898,326	$ 819,297	$950,146
"Hit the Jackpot" BBDO	DeSoto & Plymouth Cars	CBS-172-½			
ELECTRIC AUTO-LITE CO.			$ 814,365	$ 904,413	.....
"Suspense" Cunningham & Walsh	All Products	CBS-169/CBC-½ (Jan.-June; Sept.-Dec.)			
FIRESTONE TIRE AND RUBBER CO.			$ 791,700	$ 776,163	$558,746
"The Voice of Firestone" Sweeny & James Co.	Tires & Tubes	NBC-140-½			
KAISER-FRAZER CORP.			$ 726,486	$ 957,698	.....
"The Thin Man" William H. Weintraub Co.	Cars	MBS-480-½ (Jan.)	51,324	172,182	
"Meet the Boss" William H. Weintraub Co.	Cars	MBS-488-½ (Jan.)	51,870	171,715	
"Walter Winchell" (Eff. July 24) "Your Kaiser Traveler" (Eff. Sept. 11) "Walter Winchell" William H. Weintraub Co.	Cars, Supplies, Accessories, and Servicing	ABC-286-¼	623,292		
GENERAL MOTORS CORP.			$ 635,664	$1,152,894	$ 19,983
"Soap Box Derby" Campbell-Ewald Co.	Chevrolet Cars	CBS-170-¼ (1 time)	7,850	7,490	
"Fisher Body Craftman's Guild Annual Scholarship Awards" Kudner Agency	Institutional	ABC-37-¼ (1 time)	4,022	4,134	
"Henry J. Taylor" Kudner Agency	Institutional	ABC-267-¼	603,292	1,021,270	
"Football Game" MacManus, John & Adams	Pontiac	CBS-58-2½ (1 time)	21,500		

Source: Publishers Information Bureau

* BROADCASTING estimate

Spot in '49

(Continued from page 65)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
El Praco Cigars	6	..	..	..	..	..	..	..	..	..	..	..
Embassy Cigarettes	..	..	..	..	..	2	2	2	2	2	2	2
Old Gold Cigarettes	77	78	78	78	78	78	78	78	78	19	19	19
Parliament Cigarettes	1	1	1	1	1	1	1	1	1	1	1	1
Rialto Cigars	..	..	..	..	1	1	1	1	1	1	1	1
Webster Tobacco Co.	..	..	..	..	..	..	1	1	3	1	1	1
CONFECTIONS												
Bolster Bar	29	29	29	..	..	..	..	..	..	..	..	..
Brock Candy Bar	61	61	61	61	61	61	..	..	90	90	90	90
Chase Candy	8	4	4	3	..	..	..	..	..	..	..	..
Fanny Farmer Candies	5	5	5	5	5	5	5	5	7	6	6	6
Hollywood Candy Co.	..	..	..	1	1	1	1	1	..	..	..	1
Loft Candies	3	6	5	5	5	1	1	1	3	3	3	3
Milk Shake Bars	1	..	..	..	..	..	..	..	..	..	..	..
Nestle's Semi-Sweet Chocolate	6	6	6	6	6	..	..	..	..	..	6	6
Rockwood Chocolate Bits	16	16	16	16	..	..	..	..	..	..	..	..
Suchard Chocolate Bars	2	2	2	..	..	..	..	..	..	..	..	..
DRUGS												
Bell-Ans	4	3	1	2	2	2	4	4	4	4	5	6
Black-Draught	106	127	127	80	84	84	..	..	..	..	..	..
Cardui	106	127	127	80	84	84	..	..	..	..	..	..
Dr. Pierce's Golden Med.	8	8	8	8	7	7	1	1	1	1	1	1
Fletcher's Castoria	..	..	..	..	..	..	..	..	..	..	5	5
Kyron	4	7	7	7	7	7	10	10	10	10	10	10
Luden's Cough Drops	..	..	..	..	..	..	..	..	..	..	103	98
Lydia E. Pinkham Veg. Comp.	96	96	96	113	81	75	31	97	97	97	100	..
Medrex	1	1	1	1	1	1	1	1	1	1	1	1
Mentholatum	2	10	10	..	..	..	..	..	..	..	..	..
Musterole	64	64	..	..	..	..	..	..	..	86	79	70
Nervine	94	93	80	59	58	43	48	48	47	48	48	48
No-Doz Awakeners	2	2	2	2	2	..	..	..	..	..	..	..
Nutrex	1	1	1	1	1	1	..	..	..	..	..	..
Pertussin	171	171	171	160	..	..	..	..	..	142	146	150
R. D. X.	1	1	1	1	1	1	9	10	1	1	1	1
Salitrate Co.	1	1	1	..	..	..	..	..	..	..	..	..
Serutan	1	1	1	1	1	1	9	10	9	9	1	1
Zyrone	106	127	127	80	84	84	..	..	..	..	..	..
FOODS												
A-1 Sauce & A-1 Mustard	..	..	..	..	..	..	..	..	..	..	7	7
Abbotts Deluxe "A" Milk	2	2	2	2	2	2	1	1	1	1	1	1
Abbotts Ice Cream	9	9	9	9	9	9	9	9	9	9	9	9
Arnold Bakers	4	4	4	6	6	13	13	13	15	13	14	13
Aunt Hannah's Bread	7	7	7	7	7	8	8	8	8	8	7	7
Baker's Chocolate Products	..	..	..	..	..	..	..	..	..	50	48	31
Baker's Coconut	1	1	1	..	..	..	..	..	..	..	..	..
Baker's 4-In-1 Sweet Cocoa Mix	4	5	5	5	2	1	..	..	..	..	..	..
Berio Olive Oil & Francesconi	15	15	15	14	14	14	14	14	14	19	19	19
Betsy Ross Break & Cakes	..	..	..	..	..	..	..	..	..	..	..	1
Birds Eye Frozen Chicken	..	..	4	4	4	4	..	..	..	..	..	..
Birds Eye Frozen Foods	105	105	93	93	..	..	..	..	96	96	101	101
Birds Eye Frozen Peas	..	..	..	..	1	1	..	..	..	..	..	..
Birds Eye Orange Juice	..	..	37	37	34	17	17	17	..	..	..	..
Bisquick and/or Wheaties	83	83	87	88	98	102	103	106	106	51	51	49
Black Hawk Meats	1	..	..	..	..	..	..	..	..	..	..	..
Blue Label Ketchup & Chili	6	6	6	6	6	6	6	6	6	6	6	7
Bordens Evaporated Milk	..	..	..	..	3	3	3	3	3	3	5	5
Bordens Products	..	..	..	..	2	2	3	3	3	3	3	3
Bordens Starlac	1	17	17	17	18	18	18	18	18	18	20	20
Breakstone Dairy Products	3	3	3	2	3	3	3	3	2	2	2	2
Breyer's Ice Cream	17	14	14	14	14	14	14	14	14	19	19	19
Brill's Spaghetti Sauce	..	1	1	1	..	..	..	..	..	..	..	..
Broadcast Corned Beef Hash	5	7	7	7	7	7	7	7	7	7	7	7
Calumet Baking Powder	15	15	15	15	14	14	..	..	..	..	..	..
Capital Bread & Cake	17	17	19	18	18	18	1	1	1	1	1	1
Carnation Evaporated Milk	1	1	1	1	1	1	1	1	1	1	1	1
Certified Bread	1	1	1	1	1	1	1	1	1	1	1	1
Certo	2	2	2	..	..	..	..	..	..	..	6	6
Codfish Cakes and Shredded Codfish	1	1	1	1	..	..	..	..	..	..	..	..
Crax	4	5	4	4	27	27	27	27	27	27	33	33
Dean Milk Co.	..	..	..	..	..	..	..	..	..	..	..	1
De Soto Ice Cream	..	..	..	..	..	..	..	1	1	1	..	..
Diamond Crystal Kosher Salt	1	1	1	1	..	..	..	..	..	..	..	..
Diamond Crystal Shaker Salt	25	43	22	6	6	6	2	2	3	3	3	3
Dole Pineapple & Juice	1	1	1	1	1	1	..	..	..	..	..	..
Dugan Bros. Bakery Prod.	1	1	1	1	1	1	2	2	2	2	2	1
Dulaney Frozen Foods	..	..	..	..	..	..	..	..	..	..	10	42
Durr's Pork Products	1	2	2	2	2	2	2	2	2	2	2	2
Eskimo Pies	..	..	7	16	15	27	25	11	8	9	..	..
Foremost Dairies Ice Cream	1	1	..	..	..	..	..	..	..	..	..	..
Forty Fathom Clam Chowder	..	..	..	..	6	6	6	6	6	6	6	6
Freihofer's Perfect Bread	1	1	1	1	1	1	1	1	1	1	1	1
Gemma Cooking Oil	9	9	9	9	9	10	10	10	10	12	11	11
Good Luck Margarine	1	1	1	1	1	1	1	1	1	1	1	1
Gravem Inglis Baking Products	4	4	4	4	..	..	..	..	..	..	..	..
Grennen Cakes	1	1	1	1	1	1	1	1	1	1	1	1
H-O Cream Farina	3	3	3	3	3	3	3	3	3	3	3	3
H-O Oats	3	3	3	3	3	3	3	3	11	11	11	11
Happy Family Baking Powder	13	13	12	15	14	15	15	15	17	17	17	17
Hawaiian Pineapple Co.	..	..	..	..	..	..	..	..	1	1	1	1
Heinz, H. J., Co.	4	14	19	20	26	33	73	83	52	39	18	..
Hellman's Mayonnaise	4	4	7	7	7	7	6	7	7	4	4	4
Herb-Ox Bouillon Cubes	1	1	1	1	1	1	1	1	1	1	1	..
Holsum Bread & Doughnuts	13	9	9	7	7	7	7	7	7	7	7	7
Horlock's Corp.	..	..	..	..	..	1	1	1	1	1	1	1
Hostess Cakes	66	66	66	66	66	66	66	66	..	66	66	64
Ivory Salt	..	..	..	..	..	..	..	..	6	6	6	•
Jane Logan DeLuxe Ice Cream	9	9	9	9	9	9	9	9	9	9	9	9
Jell-O	..	..	..	..	..	..	1	1	1	1	1	1
King Midas Feeds	6	7	7	7	7	7	7	7	7	7	7	7
King Midas Flour	11	11	14	14	14	14	14	14	13	13	13	13
Kounty Kist Peas	1	1	1	1	1	1	1	1	1	1	1	1
Kroger Bread	21	21	21	21	21	21	21	21	21	21	21	21
Kroger Various Products	2	2	3	3	2	2	2	2	2	..	..	..
Lemel	..	..	..	..	..	..	1	1	1	1	1	1
Lettuce Leaf Salad Oil	7	7	7	7	7	7	8	8	8	8	8	8
Light Crust Flour	11	14	14	11	11	2	2	2	..	..	..	..
Milac	..	..	..	..	..	..	..	..	..	..	..	..
Milani Foods	19	18	..	..	..	..	..	..	..	2	2	2
Minot Cranberry Sauce	1	..	..	..	..	..	..	..	..	..	..	..
Minute Rice	86	85	56	56	..	..	..	1	..	..	..	..
Moglias Ice Cream	1	..	..	..	..	..	..	..	..	..	..	..
Mueller's Macaroni	19	19	20	20	19	19	15	14	14	16	17	17
Nabisco Sugar Honey Graham Crackers	..	..	..	..	9	9	9	9	9	9	..	1
Nabisco Vanilla Wafers	..	..	..	..	80	80	80	80	..	..	..	..
NBC Bread	4	23	23	23	23	23	23	23	23	19	14	12
Nestle's Quik	..	..	..	..	..	..	..	..	..	..	6	6
Nucoa Margarine	4	8	14	18	8	8	4	4	4	4	25	46
Nu-Maid Margarine	46	43	28	49	47	46	43	29	29	28	22	24
Omega Flour	9	9	2	•	•	•	•	•	•	•	•	•
Oscar Mayer Meat Products	3	3	3	3	•	•	•	•	•	•	•	•
Phillips Soups & Vegetables	2	2	2	1	1	1	1	1	1	1	1	1
Pillsbury Best Flour	14	14	2	2	•	•	•	•	•	•	•	•
Pillsbury Mills, Inc.	..	..	..	8	8	10	11	16	20	20	27	27
Pillsbury Pancake Mix	1	1	..	..	..	..	..	..	..	..	..	..
Post's Cereal Products	1	..	..	..	..	..	..	..	..	1	1	1
Post's Puffed Wheat & Rice	..	..	..	..	..	..	..	..	5	5	5	..
Premium Crackers	15	15	15	15	15	15	24	24	17	15	13	14
Premium Saltines	..	..	..	..	..	..	..	..	12	..	..	..
Presto Cake Flour	3	3	3	3	3	3	3	3	11	11	11	13
Purasnow Flour	7	5	5	5	5	5	5	5	5	5	5	5
Q-T Instant Frosting	2	2	2	2	..	..	..	..	..	..	..	..
Quaker Sugar	16	16	16	16	16	16	16	16	16	3	3	3
Ralston Cereals	1	1	1	•	•	•	•	•	•	•	•	•
Red Star Flour	2	2	2	2	2	1	1	1	1	1	1	1
Reick McJunkin Dairy Co.	..	..	..	27	27	27	27	27	27	..	..	..
Rochester Dairy Evap. Milk	1	1	3	3	3	3	3	3	3	3	3	1
Ronzoni Spaghetti Products	8	8	8	8	8	8	8	8	8	8	8	8
Sealtest	..	..	..	..	..	..	..	..	..	7	5	5
Sheffield Milk	1	1	1	1	..	..	..	..	..	..	..	1
Silvercup Bread	..	..	..	..	..	..	..	8	9	9	9	16	17
Skippy Peanut Butter	51	51	52	53	53	53	52	52	52	52	54	3
Smith Split Peas	13	14	14	1	1	1	1	1	1	1	1	1
Snider Condiments	2	2	2	2	2	2	2	2	2	2	2	2
Snow Crop Frozen Foods	4	4	4	4	5	5	5	4	3	3	3	3
Southern Dairies Ice Cream	2	1	1	..	..	..	..	..	..	..	..	..
Sperry Drifted Home-Perfected Flour	17	17	17	17	17	18	19	18	18	18	18	18
Sperry "La Pina" Flour	17	17	17	17	17	18	19	18	18	18	18	18
Sperry Pancake & Waffle Mix	17	17	17	17	17	18	19	18	18	18	18	18
Sperry Wheat Hearts	17	17	17	17	17	18	19	18	18	18	18	18
Sterling Salt	2	2	3	15	15	15	14	2	..	..	..	..

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Time Sales

(Continued from page 65)

blithley ignored.

"Radio rates," the editorial continued, "have always been too low. The networks have set the pattern, network rates serve as the base for spot rates. Hence the advertiser down the line has been reaping the rewards, getting more for that radio advertising dollar than he has ever received from his newspaper or magazine buck."

Top network management must now decide the future course of their medium. They can follow the example of WFIL Philadelphia, which has made allowances for the nighttime competition of TV and has lowered its evening rates accordingly, at the same time instituting a boost in daytime rates. Or they can start selling network time on a realistic appraisal of its performances for its clients in comparison with any other medium, dollar for dollar, day or night, year in, year out—the kind of selling that led General Mills, no small, inexperienced advertiser, to buy 65 hours of nighttime network radio during the coming summer months.

Network business will be good in 1950. There's no question about that. No medium which has paid off so well will be summarily deserted by its clients, although they may be persuaded to divert part of their network budgets to other media. The question is, how good? And the answer is another question: Have the networks forgotten how to sell?

LANG-WORTH
FEATURE PROGRAMS
SELL
AUTOMOBILES!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Automotive

(Continued from page 68)

began, was continuing its institutional campaign of weekly quarter-hours on 14 stations which ran throughout 1949. In January the company sponsored a four-day $150,000 radio-TV campaign for Buicks which used 40 announcements per station on more than 100 stations. Chevrolets were promoted on more than 500 stations. A continuing campaign for Oldsmobiles included one to 10 announcements a week on 177 stations in January. A two-week drive for Pontiac in the late fall utilized announcements on 631 stations.

In a cooperative-dealer campaign plan running from Feb. 1 to Aug. 1, 1950, International Harvester Co. offers to pay one-third of time costs for local dealer announcement campaigns and provides either live or transcribed open-end announcements. Kaiser - Frazer Corp. also is using radio announcements on a dealer cooperative plan. Nash Motors (Div. of Nash-Kelvinator Corp.) which last year recommended the use of Ziv recorded programs to its dealers under a maximum discount arrangement, this month (April 1950) planned starting a four-week announcement campaign for its new models in about 150 markets across the country.

Hudson Motor Car Co. opened 1950 by promoting the new Hudson on some 700 stations. Packard Motor Car Co. in February launched a five-week drive for its 1950 line on some 250 stations and urged dealers to support the drive with their own local radio campaigns. Automobile dealers, either individually or in groups, are active users of time throughout the country. This class, in addition to its other radio activities, sponsors local broadcasts of more than 225 network co-op shows and some 20 Transit Radio campaigns.

Seiberling Rubber Co. will split costs 50-50 with dealers on their local radio campaigns. Phillips Petroleum Co. promotes Lee Tires as well as Phillips 66 gasoline and motor oil on its newscasts on 21 stations. Announcements were used during the winter months for Prestone anti-freeze (150 markets) and Heet anti-freeze (40 markets).

CLASS 4. AVIATION & ACCESSORIES

NETWORK (Gross)	1949	.....	SPOT (Net)	1949	.....	*
	1948	.....		1948		$ 109,000
	1939	.....				

There are no network advertisers in this class for 1949. Nor, so far as could be determined, was any spot or local radio time used by this group of advertisers.

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 5: ..... Beer & Wine

BEER advertising, far and away the biggest user of broadcast facilities in the alcoholic beverage class, should at least equal its 1949 expenditures of some $10 million for radio and television campaigns, it is estimated by the United States Brewers Foundation.

In a report prepared for this issue of BROADCASTING the Foundation notes that brewers sales of 5,596,000 barrels in January 1950 were 8,000 barrels higher than in January 1949 and that production was 106,000 barrels higher this January than last. "Using the first month as a barometer, brewing industry observers see encouraging signs for 1950 beer and ale sales," the Foundation states, "with prospects that the year's final figures will at least equal the 84,500,000 barrel total of 1949.

$10 Million Budget Seen

"While brewery advertising appropriations are a matter of guesswork, it may be reasonably anticipated that brewers will at least equal their estimated 1949 expenditure of $10 million for radio and television, and about $95 million additional for other media."

The U. S. Brewers Foundation statement does not break down the $10 million figure into separate figures for radio and TV, but available data indicate that a division of 2½ to 3 parts for radio to one part for TV would not be far wrong. That would amount to a total of $7 to $7.5 million spent for radio advertising by brewers and $2.5 to $3 million for TV. Those figures include the cost of talent, rights to sporting events of which brewers are major sponsors, etc., as well as the sums spent for time.

"An important basis for optimism," the Foundation statement continues, "was the 1949 survey made by Crossley Inc. for the Foundation, which revealed that public acceptance of beer and ale has advanced to the point where 52.4% of America's adult civilian population and 69% of the families are consumers, while 62.2% of the families buy malt beverages for consumption in the home.

"That beer advertising—radio and television included—has public acceptance also was brought out in the survey, which showed that only 21.9% of the 9,553 interviewed in a national cross-section poll had any unfavorable comments."

Sports, particularly baseball, traditionally have mixed well with beer, at least on the air, and from all indications the brewers will energetically uphold that tradition in the months ahead. P. Ballantine & Sons will share radio sponsorship of the New York Yankees home and away games with General Cigar Corp. on WINS New York and with Atlantic Refining Co. on the "Home of the Champions" 12-station network. Ballantine also is sponsoring radio coverage of the Philadelphia Phillies on WPEN Philadelphia on an alternating basis with Atlantic and Suppplee-Sealtest.

Burger Brewing has just secured exclusive radio-TV rights to the Cincinnati Reds for five years and will sponsor broadcasts of their games this summer on a four-state 27-station hookup fed by WCPO Cincinnati. Peter Fox Brewing Co. and Muntz TV are sharing sponsorship of the Chicago White Sox broadcasts on WJJD Chicago and, for night games, WIND Chicago.

Sports Sponsorship

Genesee Brewing Co. will again sponsor broadcasts of the Rochester Red Wings on WRNY and WRNY-FM Rochester, second year of a three-year contract. Glasgo Brewing Co. is sponsoring the Norfolk Tars 1950 season on WNOR Norfolk. Goebel Brewing Co. is buying time on a special 31-station network fed by WJBK Detroit to broadcast all home and road games of the Detroit Tigers.

Griesedieck Bros. Brewing Co. is arranging for sponsorship of the St. Louis Cardinal games on WIL St. Louis. Narragansett Brewing Co. will share with Atlantic Refining sponsorship of the Boston Red Sox and Braves games on WHDH Boston. Regal Amber Brewing Co. is again sponsoring the San Francisco Seals games on KSFO San Francisco.

F & M Schaefer Brewing Co. and General Foods Corp. are sharing sponsorship of the Brooklyn Dodgers games on WMGM New York. Standard Brewing Co. is backing the Cleveland Indian broadcasts on WERE Cleveland, having purchased exclusive AM rights for three years at reported price of $225,000 a year.

MBS Baseball Plans

Other brewers will doubtless join the ranks of baseball broadcast sponsors as the season gets under way. MBS will broadcast the American League "Game of the Day" throughout the season with the games available for local sponsorship on Mutual stations across the country and Liberty Broadcasting System will similarly permit local sponsorship of baseball broadcasts of both major leagues on its more than 250 stations.

Other sports programs are also sponsored by brewers, although not to the same extent as America's national pastime. Columbia Breweries last winter began a three-year sponsorship of professional hockey games on three Northwest stations; Frankenmuth Brewing Co., which has just begun three-a-week sponsorship of *Van Patrick's Sports Scripts* on WJR Detroit and is adding another sports program on WFDF Flint and announcements on other Michigan stations; Christian Heurich Brewing Co. sponsors daily sports resumes on WTOP Washington; Chas. D. Kaiers' Brewery uses a daily sports show on WPPA Pottsville, Pa.; Pabst Brewing Co. sponsors fights on WPTR Albany and WBCA-FM Schenectady; Pilsener Brewing Co. during the hockey season sponsored broadcasts of the Cleveland Barons on six Ohio stations; F & M Schaefer Brewing Co. sponsored New York Ranger hockey games on WMGM New York.

Acme Breweries maintains a heavy radio schedule on the West Coast; Barbey's Inc. uses announcements on 13 Pennsylvania stations; Beverwyck Breweries has announcements on 19 stations; Dawson's Brewery has announcements on 12 stations; Falstaff Brewing Corp. sponsors the transcribed *Meredith Willson Show* in more than 20 markets; Gipps Brewing Corp. has announcements and programs on 15 Illinois stations; Gluek Brewing Co. has announcements and programs on 12 stations; Griesedieck Western Brewing Co. is using programs and spots on about 30 stations; G. Krueger Brewing Co. has programs and announcements on 16 stations; Maier Brewing Co. is readying an extensive spot campaign in Southern California for this spring and summer; Olympia Brewing Co. uses traffic safety announcements on more than 25 Washington State stations; Adam Scheidt Brewing Co. has announcements and programs on 16 stations; Sterling Brewers is planning a widespread spot campaign throughout the South; John F. Trommer Inc. has announcements on 28 stations; West End Brewing Co. has announcements and programs on 21 stations. Many of those figures are taken from reports of mid-winter campaigns which may be expected to expand as warm weather approaches.

Network Activity

Brewers using network time during 1949 are shown in the accompanying table, except for Regal Amber Brewing Co., which in October started the *Regal Amber Sports Show*, five minutes a week, on 12 Pacific Coast ABC stations, spending $5,984 for time during the balance of 1949. In January 1950, Jos. Schlitz Brewing Co. joined the

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WHERE'S THE STATION GANG?
THEY RUSHED OVER TO ROOM 512 AT THE STEVENS HOTEL —THEY'RE ALL STIRRED UP ABOUT SOMETHIN' CALLED "TH'SOURCE"*

*SPELLED **T-H-E-S-A-U-R-U-S**

. . . and calling it "the source" is no kidding, either! Sales-wise programmers know that the NEW Thesaurus is the source of **the most commercial** ready-to-air shows in the business today. They've learned that Thesaurus productions have the big names, the smooth styling, the showmanship that hold sponsors . . . build audiences. **It's no secret** that the new Thesaurus has what it takes to **boom SALES!** . . .

A programmer's best friend . . . the *new era* in *Thesaurus*

New in April in new era *Thesaurus*

Arthur Fiedler conducts the "Concert Hall of the Air"

THE CONCERT HALL ORCHESTRA

Earl Wild, pianist
Thomas L. Thomas, baritone

The "Concert Hall of the Air" places under the celebrated baton of Arthur Fiedler a complement of the country's outstanding symphonic musicians and noted soloists. A half-hour of pleasurable listening available for immediate broadcast one-or-more times a week.

"Spotlight on Shaw"

Artie Shaw

his Clarinet and his Orchestra

Shaped around the name and fame of Artie Shaw, "Spotlight on Shaw" opens and closes with announcements by Artie over his famous theme music. It's a quarter-hour program immediately available for one-or-more broadcasts a week.

New in May in **new era**

Thesaurus

"The Singing Americans"

with **Dr. Frank Black's**

MALE CHORUS

Ray Porter, associate conductor and arranger

Complete with opening and
closing choral themes, "The Singing Americans"
unites 26 perfectly blended voices with
a conductor of renown.

3 big new shows...

...to swing more sponsors, more listeners your way! Each has the names, the talent, the production to keep your day-in, day-out programming on a high-profit level.

Thesaurus gives you **comprehensive** programming, promotion, publicity.

You get a steady flow of hit tunes **before** they're hits . . . weekly continuity . . . special shows . . . voice tracks, tie-ins, cross-plugs, sound effects . . . lots of production "extras." Scripts by network-experienced writers.

Your job is made easier—**you sell**—with NEW THESAURUS.

A programmer's best friend . . . the *new era* in *Thesaurus*

"Swing and Sway with SAMMY KAYE"... featuring the Kaydets, the Kaye Glee Club, other name artists.

The TEX BENEKE Show... exclusive Beneke and Miller arrangements by one of America's top bands.

Music by ROTH... Allen Roth, his Chorus, his Strings and Orchestra. Everything from barrelhouse to Beethoven.

8 of the many big reasons

why *new era* *Thesaurus* Builds Sales!

Here's JUNE CHRISTY with the Johnny Guarnieri Quintet... a rare approach in relaxed rhythm.

RAY McKINLEY AND HIS ORCHESTRA... Ray McKinley, his vocals, his drums, and the most versatile band in the land.

OLD NEW ORLEANS... starring Jimmy Lytell and the "Delta Eight." Dixieland jazz and happy blues.

FRAN WARREN Sings... a dramatic voice and personalized style. Allen Roth directs.

"CLAUDE THORNHILL presents Win A Holiday" ...a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.

RCA recorded program services

Radio Corporation of Ameri
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

A programmer's best friend... the *new era* in *Thesaurus*

Beer, Wine

(Continued from page 70)

network ranks with *Halls of Ivy*, half-hour weekly comedy-drama series, on 165 NBC stations.

More than 50 brewers use radio locally or with spot campaigns of less than 10 stations, including sponsors of network co-op shows and 17 Transit Radio clients. This total also comes from midwinter months and will probably be much larger by midsummer. Although small in number of stations used, some of these campaigns run into big expenditures, such as that of Liebmann Breweries, which spends some $300,000 a year for 180 spots a week on six New York stations.

A number of vintners have been running campaigns for kosher wines, including Ganeles-Lenger Wine Co., with announcements on two New York stations; L'Chayim Kosher Wine, with a spot campaign in major markets across the country; Schapiro's Kosher Wines, announcements and programs on New York stations. Garrett & Co. is preparing a spring announcement campaign for Virginia Dare wines. Madera Wines are advertised via Transit Radio.

CLASS 5. BEER, WINE & LIQUOR

		NETWORK (Gross)	1949	$1,344,746	SPOT (Net)	1949	$3,696,000*
			1948	1,116,697		1948	4,876,000
			1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PABST BREWING CO. "The Eddie Cantor Show" (Eff. July 1) "The NBC Theatre" (Eff. Oct. 7) "The Life of Riley" Warwick & Legler	Pabst Blue Ribbon Beer	NBC-151-½	$766,092	$760,963	.....
SCHENLEY INDUSTRIES INC. "Duffy's Tavern" Kastor, Farrell, Chesley & Clifford	Blatz Beer	NBC-156-½ (Sept.-Dec.)	$221,124	.....	.....
MILLER BREWING CO. "Lawrence Welk Show" Mathisson & Assoc.	Miller High Life Beer	ABC-41-½ (June-Dec.)	$137,931	.....	.....
PETRI WINE CO. "Adventures of Sherlock Holmes" Young & Rubicam	Petri Wine	ABC-63-25min. (Sept.-Dec.)	$101,943	.....	.....
FALSTAFF BREWING CORP. "Music From the Heart of America" Dancer-Fitzgerald-Sample	Beer	NBC-33-½ (Jan.-Aug.)	$ 87,696	$127,860	.....
BALLANTINE, P., & SONS INC. "The Robinson-Belloise Fight" J. Walter Thompson Co.	Beer & Ale	CBS-162-35min. (1 time)	$ 23,976	$ 56,298	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Hard liquor advertising, traditionally kept off the air by distillers for fear of arousing public sentiment on behalf of the dry forces who are always alert for any opportunity to bring back prohibition, seemed slated for a radio test last year when Schenley Distillers Corp. sounded out the networks on a proposed campaign for its whiskeys. One network tentatively agreed to accept such advertising for a test run in the late evening hours and two others indicated that they would accept it, likewise on a test basis, for individual stations but not at first for full network coverage. What might have happened had such advertising been broadcast is a matter for speculation, as Schenley at length decided not to go ahead with the idea and to use radio only for advertising its beer and wine products.

Class 6: ..... Building Material

CLASS 6. BUILDING MATERIALS, EQUIPMENT & FIXTURES

		NETWORK (Gross)	1949	$1,281,775	SPOT (Net)	1949	$ 448,000*
			1948	988,686		1948	776,000
			1939	175,773			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
JOHNS-MANSVILLE CORP. "Bill Henry-News" J. Walter Thompson Co.	Industrial Products	MBS-408-25min.	$1,211,695	$844,306	.....
MOORE, BENJAMIN, & CO. "Your Home Beautiful" St. Georges & Keyes	Paints & Varnishes	MBS-384-¼ (March-May)	$ 70,080	$ 69,366	$ 32,192

Source: Publishers Information Bureau

* BROADCASTING estimate

FRANK W. CORTRIGHT, executive vice president, National Assn. of Home Builders, in an exclusive statement to BROADCASTING, says:

"A quick look at what the home building industry is doing reveals two facts that shine out like neon lights:

"1. Last year's enormous production of 1,025,000 new homes and apartments started will be topped by 1950 'starts,' *if* builders and home buyers can obtain the necessary funds for home construction and purchase. 'Starts' in the first three months of 1950 exceeded comparable 1949 figures by nearly 100%, according to government figures.

"2. Prices of new homes are low enough that practically all income groups are finding well-equipped, well-designed, well-built residences at prices they can economically afford.

"These two factors, plus the fact that *emergency* housing needs have long since been satisfied, mean that builders are sharpening up their sales tools.

"There will be more competition this year than last for consumer housing dollars. As in any other industry where competition is present, it is the buyer who benefits. The builder who sells in today's buyer-market can do it quickly only by producing a better house at a lower cost than his competitors.

"Builders are allotting more funds for advertising budgets than ever before, in order to compete in today's market. The bulk of such funds, of course, will go for newspaper classified and display advertising. Radio time salesmen have been slow to develop this field.

"It is up to the radio industry to show the builder or realtor how this medium can serve him in getting names of buyer-prospects on the dotted line of a sales contract. The market is there and the potential is enormous. But to the average operative builder, radio is still an undeveloped field.

"Reaction has ranged from very good to very bad in the radio-TV field—for home sales. But it is a field that will certainly bear watching.

"However, rates and results must be competitive with newspaper's if radio and TV is to win its place in the builders' advertising budgets."

Despite the many new homes, about half of the country's nonfarm dwellings are more than 30 years old, requiring repairs which last year cost homeowners $7 billion, according to Minneapolis-Honeywell Regulator Co., which reported that in 1949 $1.8 billion was spent for painting, $1.7 billion for heating equipment, a billion for roofing, half a billion for carpentry, $400 million for stone, clay and glass products, $300 million for plumbing and $280 million for papering.

Large Dollar Volume

Joseph F. Battley, president of the National Paint, Varnish & Lacquer Assn., in a statement to BROADCASTING, said: "For the third successive year, the dollar volume of the paint, varnish and lacquer industry exceeded the billion dollar mark in 1949. This is based on wholesale prices and represents a much higher figure at the retail level.

"The outlook for 1950 is most promising. The paint industry, as well as all others, must recognize the fact that high national income does not insure a profitable business. Aggressive advertising and merchandising plans must be created to assure consumer purchases. Most of our industry members are aware of this and are maintaining advertising programs to make certain that the buying impetus established for the products of our industry shall be accelerated.

"If I were to give any particular advice, it would be to caution business in general not to take good business for granted, but to seek out the great potential markets of America and use every bit of ingenuity and intellect to sell them."

Mr. Battley's advice is well worth consideration by broadcasters, particularly when they look at the national advertising expenditures of the makers of building materials, equipment and fixtures. In 1949 only two members of this class used network time, both, incidentally, using the same network, Mutual, with whom they spent $1,281,775 before discounts. The magazine space expenditures of this class in 1949 were $17,817,-118, nearly 14 times as great as its network total.

Benjamin Moore & Co. is again this spring running its *Your Home Beautiful* programs on Mutual, 15 minutes on Saturday mornings. Johns-Manville Corp. continues its five-minute nightly newscasts on that network.

Complete information is not available for spot radio expenditures of this class, but what there is does not indicate a great amount of revenue for broadcasters. The *Rorabaugh Reports on Spot Radio Advertising* show only a dozen ac-

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Building Material

(Continued from page 75)

counts of this kind for the whole year of 1949 and of these only one was reported as active at the beginning of 1950, Martin Rosenberger Wallpaper Co., using announcements on 10 stations. Weather Seal, also active in 1949, late in January started a 15-minute morning show across the board on two New Jersey stations, with plans to expand to a seven-station intrastate network.

Sapolin Paints Inc. in March began a spring spot campaign in five eastern cities. Muralo Co. also is planning a spring paint campaign, using programs and announcements in cities across the country. Devoe & Raynolds offers its dealers a cooperative advertising plan whereby the company will stand half the cost of announcement campaigns up to 2% of the dealer's net annual purchases. Peaslee-Gaulbert Paint & Varnish Co., a division of Devoe & Raynolds, makes the same offer for announcements advertising Pee Gee paints. Wilbur & Williams Co. allows 2% of net purchases for distributors' advertising of the company's protective coating products via programs or announcements.

More activity is indicated at the local level, with more than 125 dealers in building materials and the like sponsoring network co-op programs in their communities and 21 using Transit Radio. BAB is working with the National Assn. of Home Builders which has plans for intensive promotion this year and hopes to make local radio an integral part of the program.

Class 7: .... Confectionary

"BECAUSE of continuing high ingredient, distribution and labor costs and resulting lower profits, curtailments in candy advertising budgets will probably be more likely in 1950 than any expansion in advertising programs," Philip P. Gott, president of the National Confectioners' Assn., points out in a statement prepared for this issue of BROADCASTING.

"Although candy sales for January 1950 show a slight decrease from January 1949, it is still expected that poundage for 1950 will be as large as 1949," Mr. Gott reports. "In 1949 the confectionary industry produced 2,650 million pounds of candy with a dollar volume at wholesale of $986 million, according to the Dept. of Commerce."

Mr. Gott's prediction represents a reversal of the outlook of his industry since last December, when the trade paper *Candy Industry* reported a nationwide survey of candy manufacturers as revealing plans to produce in 1950 at least 10% more candy than in 1949 and to sell this record volume with the most vigorous sales and advertising drive in the industry's history.

Cites Advertising Results

That sales and advertising effort does pay off was illustrated by William Wrigley Jr. Co. which in 1949 achieved its highest net sales and net earnings. J. C. Cox, Wrigley president, told last month's stockholders' meeting: "As anticipated in our 1948 report, our selling program was expanded in 1949 and undoubtedly this was an important factor in attaining the great volume of sales." The Wrigley company is further expanding its use of radio in 1950 and has already started a second nationwide network program and a spot campaign in New England.

Network advertisers in this group in 1949, in addition to those listed in the table, included: Alberts Products Co. (soft drinks), sponsoring *Meet the Missus* 15 minutes a week on CBS Pacific Network, August - November (spending $6,454 for time at gross rates); Green Spot (orangeade), *Detective of the Week*, ABC Pacific, five minutes a week, November-December ($3,612), also *Surprise Package*, ABC Pacific, two quarter-hours a week, November-December ($7,424). Green Spot also used five quarter-hours a week of *Ladies First* on Don Lee network during 1949.

Luden's Inc. (candy), had *Strike It Rich*, CBS, half-hour a week, January-February ($89,280); M&M Ltd. (candy), Joe Di Maggio, CBS, half-hour, September-December ($38,084); Peter Paul Inc. (candy), Bob Garrod, CBS Pacific, three 10-minute and three 15-minute newscasts a week ($114,256).

Brock Candy Co. early this month started *Brock Bar Ranch* as a CBS Saturday evening half-hour. M & M Ltd. last Saturday (April 15) dropped sponsorship of Joe Di Maggio's program and moved to NBC. Mars discontinued NBC's *Curtain Time* the end of March, taking the company out of network radio, but the departure is believed only temporary until its new agency, Leo Burnett Co., has completed media plans.

Pepsi-Cola Co. has returned *David Harding, Counterspy* to ABC for two half-hours a week after a 10-week hiatus which this soft-drink company feels it can take more profitably in midwinter than during the normal summer layoff season. William Wrigley Jr. Co. has added *Life With Luigi*, CBS half-hour series.

Leading spot advertisers in this class include Clark Bros. Chewing Gum Co., using announcements on 20 stations with plans for expansion; Fanny Farmer Candy Shops, announcements on 16 stations; Hollywood Candy Co., programs and announcements on 26 stations; Ryan Candy Co., extensive spot campaign to introduce the new Hopalong Cassidy Candy Bar; Pepsi-Cola Co., musical spots and programs in a widespread campaign; Peter Paul Inc. sponsors news in a number of markets. Coca Cola and Dr. Pepper bottlers in various areas use radio programs and announcements in appreciable quantity. Wm. Wrigley Jr. Co. is conducting a 13-week test program and announcement campaign on WNAC Boston with the idea of expanding to full Yankee Network. E. B. Washburn Candy Corp. uses participations on *Yankee Network News Service* on 27 stations three days a week.

Many candy and beverage companies use radio locally or in a limited number of markets, including 14 sponsors of network co-op shows and the seven users of Transit Radio facilities.

CLASS 7. CONFECTIONARY & SOFT DRINKS

	NETWORK (Gross)	1949	$6,253,333	SPOT (Net) 1949	$2,800,000*
		1948	7,655,484	1948	5,114,000
		1939	2,275,492		

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
COCA-COLA CO.			$1,549,542	$2,519,887	.....
"Songs by Morton Downey" D'Arcy Adv. Co.	Coca-Cola	NBC-145-¾ (Jan.-June; Oct.-Dec.)	762,598	583,507	
"The Charlie McCarthy Program" D'Arcy Adv. Co.	Coca-Cola	CBS-180/CBC-½ (Oct.-Dec.)	251,667		
"Spike Jones Show" D'Arcy Adv. Co.	Coca-Cola	CBS-167/CBC-½ (Jan.-June)	444,857		
"The Pause That Refreshes on the Air" D'Arcy Adv. Co.	Coca-Cola	CBS-165/CBC-½ (Jan.-Feb.)	90,420	786,659	
MARS INC.			$1,541,411	$1,542,062	.....
"Curtain Time" Grant Adv.	Candy	NBC-145-½	813,501	660,323	
"Dr. I. Q." Grant Adv.	Candy	NBC-135-½ (Jan.-Oct.)	662,012	761,385	
"Dr. I. Q. Jr." Grant Adv.	Candy	NBC-41-½ (Jan.-April)	65,898	120,354	
PEPSI-COLA CO.			$1,438,870	.....	.....
"David Harding-Counterspy" Biow Co.	Pepsi-Cola and Evervess	ABC-270-1 (Jan.-Oct.)			
WRIGLEY, WILLIAM, JR. "Gene Autry Show" Ruthrauff & Ryan	Chewing Gum	CBS-171-½	$ 903,333	$ 871,399	$1,304,391
GENERAL CANDY CORP. (Williamson Candy Co.) "True Detective Mysteries" Aubrey, Moore & Wallace	Oh Henry Candy Bars	MBS-482-½ (Jan.-May; Sept.-Dec.)	$ 402,016	$ 526,086	.....
SHOTWELL MFG. CO. "True or False" Wade Adv.	Puritan Marshmallows, Candy Bars	MBS-492-½ (Jan.-April)	$ 143,200	$ 381,022	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 8: Consumer Service

HEADED by the United States Government, which will spend approximately three-quarters of a million dollars for broadcast time and programs in recruitment campaigns for the armed forces, this varied class of radio advertisers includes communications and public utility companies, banks, brokerage houses and other financial organizations, schools and colleges and other professional and business services.

Banks represent the largest group of consumer service advertisers on the air. BAB in a recent study of bank advertising found more than 2,000 banks currently using radio and an anlysis of the sponsors of network cooperative programs

(Continued on page 78)

To a Madison Avenue Time Buyer

with other things on his mind

975 miles west of you on U. S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa farmwives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals.

Bill Quarton (WMT's g.m.) probably thinks this is already too long, but he's mighty fond of facts so maybe he (and you) will hold still for a couple of dillys. Practically every day Eastern Iowa's WMT talks to an army of 192,620 families. Their per capita income increased last year more than that of any other state. They have money to spend for everything from toothpicks to Cadillacs. They constitute a market worth reaching—and WMT reaches 'em.

Please ask the Katz man for additional data.

5000 WATTS 600 KC

WMT
CEDAR RAPIDS

DAY & NIGHT

BASIC COLUMBIA NETWORK

Consumer Service

(Continued from page 76)

shows roughly 100 banks who use these network shows to create business or for institutional promotion in their home communities. While this is a tremendous rise from the 146 banks who used radio in 1937, the BAB report shows that in recent years there has been a steady decline in the banks' use of this medium.

American Bankers Assn. in February completed its 1950 survey of bank advertising plans, which showed, according to John B. Mack Jr., director of the ABA Public Relations Council, that "total commercial bank expenditures in the United States for advertising purposes, excluding salaries, will approximate $39 million in this year ahead. This is a slight falling off from the 1949 figure which was $40 million."

"The decline in total expenditure," Mr. Mack observes, "will take place largely in small banks, specifically those under $5 million in deposits. In this category are included approximately 75% of the total of 14,500 commercial banks in the country. Larger banks, on the other hand, plan to spend more during the coming year."

Of the 3,800 banks (more than 25% of the total commercial banks in the country) responding to the ABA survey, 862 said they would use radio this year. If this could be extended to the total, it would mean some 3,200 banks which plan to use radio, not counting mutual savings banks. Radio ranked fifth in number of banks reporting plans to use various media, with newspapers in first place, followed by window and lobby displays, direct mail and calendars.

Army Campaign

The U. S. Army and Army Air Force recruitment campaigns in the fiscal year beginning July 1 will expend some 40% of their total advertising appropriation of $1,591,600 for radio-TV promotion. In addition, $100,000 of the previous year's budget is being used for a spot campaign in 52 cities for the Army Reserve Program. Announcement that $636,400 would be spent for radio-TV time and programs, more than for any other medium, followed a series of talks between high military officials and top executives of NAB and BAB, who instigated the conferences after numerous station protests against the Army's reported plans to ask broadcasters to donate time to the recruitment campaigns while buying space in printed media.

The list of network sponsors among Consumer Services for 1949 includes, in addition to those shown in the table, Budget Finance Plan, which sponsored *James Roosevelt Speaks* for a 15-minute Sunday evening period on an ABC Pacific Coast network, April through September, spending $13,260 for network time, at gross rates. A new network advertiser this year is the American Federation of Labor, sponsoring *News by Frank Edwards* on MBS for 15-minutes, Monday through Friday evenings.

Spot advertisers in this class include a number of telephone companies: Bell Telephone Co. of Pennsylvania, using announcements on 95 stations as well as Transit Radio; Illinois Bell Telephone Co., using announcements on 17 stations; Indiana Bell Telephone Co., announcements on 20 stations; Michigan Bell Telephone Co., sponsoring three quarter-hours a week on 17 stations. Southwestern Public Service Co. last summer arranged for a special 14-station network in Texas, New Mexico and Oklahoma to carry its Sunday series, *Hymns of the World*. Other spot advertisers in this class include the Patricia Stevens Model School, using quarter-hour programs one to six times a week on 10 stations, and the International Chiropractors Assn., more than 50 of whose member associations use the five-minute transcribed *Human Side of Hollywood* programs provided by ICA.

Most advertising of this class occurs at the local level, with more than 160 consumer service organizations sponsoring network co-op shows and some 40 using Transit Radio facilities.

CLASS 8. CONSUMER SERVICES

LEADING NETWORK ADVERTISERS

NETWORK (Gross) 1949 $1,938,031; 1948 2,549,586; 1939 —

SPOT (Net) 1949 $1,344,000*; 1948 1,126,000

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
AMERICAN TELEPHONE AND TELEGRAPH CO. (Bell System) "The Telephone Hour" N. W. Ayer & Son	Institutional	NBC-153-½ hr.	$ 845,556	$ 786,615	.....
ELECTRIC COMPANIES ADV. PROGRAM "Electric Theatre" (Eff. July 31) "Corliss Archer" N. W. Ayer & Son	Institutional	CBS-163-½ (Jan.-May; July-Dec.)	$ 734,538	$ 539,131	.....
U. S. GOVERNMENT "Red Barber's Club House" Gardner Adv.	U. S. Army & U. S. Air Force Recruiting Service	CBS-168-¼ (July-Sept.)	$ 194,121 113,554	$ 388,100	.....
"Game of the Week" Gardner Adv. Co.	U. S. Army and Air Force Recruiting Service	ABC-215-var. times (Oct.-Nov.)	67,021		
"Blue Book of Sports" Russell, Harris and Wood	U. S. Sixth Army Command, Recruiting	ABC-24-5 min. (Jan.-June)	13,546		
BEKINS VAN & STORAGE CO. "Bekins Hollywood Music Hall" N. Brooks Adv. Agency	All Products-Moving Service	CBS-13-½	$ 66,750	$ 96,662	.....
HOUSEHOLD FINANCE CORP. "Charles Collingwood, News" (Eff. Jan. 14) "Chet Huntley" LeVally Co.	Loans	CBS-11-¾	$ 66,324	$ 451,924	$ 134,763
NATIONAL ASSN. OF MFRS. "Address by Mr. Earl Bunting" Benton & Bowles	Institutional	ABC-261-½ (1 time)	$ 17,482	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 9: . . . . Drugs

REFLECTING a decline in drug store sales during 1949, drug product advertising on the nationwide radio networks fell off 6.7% from its 1948 dollar volume. This group of advertisers continued to represent a major source of network revenue, however, accounting for 11.2% of all sales of network time.

The 1950 outlook is encouraging, however. A number of new network campaigns, including two placed by Anahist Co. for its antihistamine product, went on the air in the first quarter of 1950 and it is probable that these new cold and allergy remedies will help to swell network business later this year as well. Spot business from drug accounts is also more than maintaining last year's level.

The leading drug advertisers on the networks last year are shown in the accompanying table. Others were: Carter Products (Little Liver Pills, Arrid), sponsoring Jimmie Fidler's weekly quarter-hour column of Hollywood chatter on ABC (with gross time charges of $385,558 during the year); Luden's Inc., advertising cough drops with *Sing It Again*, 15 minutes a week on CBS starting in November ($58,024); Mennen Co. sponsoring three quarter-hour newscasts a week on a CBS Pacific Coast hookup ($70,068); Norwich Pharmacal Co. (Pepto-Bismol, Unguentine), *Fat Man*, ABC, 30 minutes a week ($809,838); Pyridium Corp. (Anahist), in December picked up sponsorship of ABC's *Counterspy* for a weekly half-hour during Pepsi-Cola's hiatus ($41,400).

Rhodes Backs Heatter

Rhodes Pharmacal Co. (Imdrin) in September began sponsoring Gabriel Heatter's 15-minute news commentaries twice weekly on MBS ($174,292); Serutan Co. (Serutan, Nutrex, RDX) had two programs on Mutual during the first six months of 1949—two quarter-hours of Gabriel Heatter and five 15-minute periods of Victor H. Lindlahr a week ($566,737), and in September started Mr. Lindlahr four times a week on ABC ($218,140), changing to five times weekly after the first of the year; Smith Brothers (cough drops, cough syrup) sponsored a quarter-hour of *Stop the Music* on ABC, January-March and September-December ($278,673); Vick Chemical used three 15-minute segments of *Meet the Missus* a week on CBS Pacific Network, January-March ($15,792).

Anahist Co. early in January 1950 started two half-hour programs on Mutual, *The Falcon* on Sunday, *True or False* on Saturday, to run through March. Miles Labs, continuing the network programs it sponsored last year, has added in 1950 *One Man's Family*, Sunday afternoon half-hour on NBC; Edwin C. Hill's five-minute Monday-Friday newscasts on ABC; and *Ladies Fair* for 15 minutes on MBS five days a week. Sterling Drug Inc., since Jan. 1, has dropped *Lorenzo Jones* on NBC and cut its *Bride and Groom* broadcasts on ABC from a half-hour to 25 minutes, but has assumed sponsorship of a quarter-hour of *Sing It Again*, CBS Saturday night program, and on May 1 will add the Monday, Wednesday and Friday broadcasts of ABC's *My True Story*, 25-minute daily show, to the Tuesday and Thursday sessions it already sponsors.

Emerson Drug Co. next week (April 24) will replace *Inner Sanctum* with *Hollywood Star Playhouse* on CBS. Rexall Drug Inc., which will no longer sponsor the Phil Harris-Alice Faye series after this spring, may buy *Richard Diamond, Private Detective* on a year-round basis instead of just for the summer as originally

(Continued on page 80)

PLUS COVERAGE. A calendar was offered to listeners of WGAR's "Range Riders". Local response was tremendous. But there also were requests from 199 towns and cities *outside the state of Ohio* . . . from Canada, Maine, Virginia, Michigan! This is a plus coverage that national advertisers get on WGAR!

WIDE AWAKE PROMOTION. A WGAR-published newspaper, "The Dial", is one of WGAR's many promotional activities. Mailed to a select list of merchants throughout WGAR's coverage area, it keeps dealers informed about WGAR personalities, programs, sponsors, and products.

in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO

AN OUTSTANDING PROGRAM. Jack Dooley, specially trained U. of Iowa newscaster and Des Moines Radio News Award winner, takes over WGAR's oldest established news program . . . the 11:00 PM News. This program is now available for sponsorship. Ask us about it.

A WGAR SPONSOR. Watkins Furniture Company of Cleveland is a successful advertiser on WGAR. They are now in their *seventh renewal* of WGAR's popular "Mayer of the Morning" program, Monday through Friday. You are in good company on WGAR.

RADIO . . . America's Greatest Advertising Medium

WGAR . . . 50,000 watts . . . CBS **Represented Nationally by Edward Petry & Company**

Drugs

(Continued from page 78)

planned.

Dolcin Corp. likes regional networks for its proprietary advertising, currently sponsors three of Cecil Brown's early morning 15-minute newscasts, three quarter-hours of *Ladies First* and two 10-minute sessions of *The Answer Man* each week on Don Lee, plus three hours a week on Yankee, including three 15-minute newscasts, three quarter-hours of Marvin Miller's human interest stories, three 15-minute sessions of *Bill's Scrapbook*, the half-hour *Deems Taylor Concert* Sunday afternoons and *Hymn Singer* for 15 minutes Sunday evening.

Miles Labs sponsors two quarter-hour newscasts a day, Sunday through Friday on Don Lee, and also uses weekday announcements on more than 40 stations for Nervine. Knox Co. sponsors the Tuesday half-hour *Mystery Is My Hobby* on Don Lee and Lydia E. Pinkham Medicine Co. uses three quarter-hours of *Rise and Shine* on that network plus other programs and announcements on 87 stations in all, including the Don Lee outlets. Murine Co. promotes use of its eyewash for 15 minutes five mornings a week on Don Lee's *Breakfast Gang*, with American Home Products using 15 minutes of this show three times a week.

Mennen Buys

Mennen Co. has started sponsoring Frank Goss' newscasts three morning quarter-hours a week on CBS Pacific and is about to launch a spot campaign using about 100 women's programs to conduct a two-week contest in connection with its baby powder and the new rattle-box which was introduced with a radio campaign of 15-minute daily programs on 47 stations for 24 weeks.

Regular winter campaigns for cold remedies and the like were conducted by a number of companies, the larger campaigns including Musterole Co., using announcements on 70 stations; Seeck & Kade (Pertussin), using announcements on more than 150 stations, including Yankee Network; Luden's Inc., using announcements on more than 90 stations for its cough drops; Scott & Bowne, with a widespread announcement campaign for Scott's Emulsion.

Pharmco Inc. is launching an intensive spring campaign for Feen-A-Mint; Emerson Drug Co. augments its network show with announcements for Bromo-Seltzer in some 25 markets; with numerous lesser drug campaigns either under way or being planned. Dictograph Products is conducting intensive announcement schedule on some 30 stations for its acousticon hearing aid.

Network co-op shows are sponsored by drug producers and retailers to the total of some 125, with Dolcin Corp. sponsoring MBS's *Behind the Story* on 73 stations. Transit Radio is used by 16 drug advertisers.

CLASS 9. DRUGS & REMEDIES

NETWORK (Gross) 1949 $21,054,786; 1948 22,566,488; 1939 —
SPOT (Net) 1949 $12,096,000*; 1948 13,240,000

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
STERLING DRUG INC.			$7,117,035	$7,194,594	$3,755,811**
"Mr. Chameleon" Dancer-Fitzgerald-Sample	Bayer Aspirin	CBS-138-½	669,979		
"American Album of Familiar Music" Dancer-Fitzgerald-Sample	Bayer Aspirin	NBC-155/CBC-½ (Jan.-July; Sept.-Dec.)	732,677	746,103	
"Lorenzo Jones" Dancer-Fitzgerald-Sample	Milk of Magnesia, Aspirin, Creams, Mulsified Coconut Oil, Energine	NBC-146-1¼	815,414	857,031	
"Bride & Groom" Dancer-Fitzgerald-Sample	Drug Products, etc.	ABC-225-2½	2,050,382	2,025,268	
"My True Story" Dancer-Fitzgerald-Sample	Drug Products	ABC-207-50 min. (June-Dec.)	342,528		
"Young Widder Brown" Dancer-Fitzgerald-Sample	Haley's M-O, Toothpaste, Milk of Magnesia	NBC-146-1¼	868,884	856,369	
"The Mystery Theatre" Dancer-Fitzgerald-Sample	Milk of Magnesia, Bayer Aspirin	CBS-149/CBC-½	764,945	740,271	
"Stella Dallas" Dancer-Fitzgerald-Sample	Milk of Magnesia and Tablets, Ironized Yeast, Bayer Aspirin	NBC-146-1¼	872,226	857,031	
MILES LABS INC.			$6,540,431	$5,885,540	$1,236,254
"Queen for a Day" Wade Adv.	Alka-Seltzer	MBS-429-1¼	1,315,709	1,302,848	
"News of the World" Wade Adv.	Alka-Seltzer & Vitamins	NBC-148-¾ NBC-142-½	1,555,032 984,724	1,504,433 931,461	
"Quiz Kids" Wade Adv.	Alka-Seltzer & Vitamins	NBC-162-½ (Jan.-June; Sept.-Dec.)	497,792	588,342	
"Fred Beck—News" Wade Adv.	Alka-Seltzer, Vitamins, others	CBS-12-1¼	113,644	111,285	
"Herb Shriner Time" (Eff. June) "Curt Massey Time" Wade Adv.	Alka-Seltzer, Vitamins	CBS-141-1¼	1,103,251	256,001	
"Hilltop House" Wade Adv.	Alka Seltzer, Vitamins	CBS-129-1¼	970,279	264,660	
AMERICAN HOME PRODUCTS CORP.			$2,267,857	$2,448,364	$2,529,353**
"Just Plain Bill" John F. Murray Adv.	Anacin	NBC-60-1¼	776,270	769,148	
"Our Gal Sunday" John F. Murray Adv.	Anacin	CBS-159-1¼	856,480	779,333	
"Hollywood Star Theatre" Sullivan, Stauffer, Colwell & Bayles	Bisodol Mints, Kolynos & Anacin	NBC-129-½ (Jan.-June; Aug.-Dec.)	616,509	249,997	
"Zeke Manners" Sullivan, Stauffer, Colwell & Bayles	Drug Products	ABC-12-1¼ (Jan.-April)	18,598	69,183	
EMERSON DRUG CO. "Inner Sanctum" BBDO	Bromo-Seltzer	CBS-157-½	$ 873,033	$ 829,580	.....
REXALL DRUG INC. "The Phil Harris-Alice Faye Show" (Eff. July 3) "The Guy Lombardo Show" (Eff. Oct. 2) "The Phil Harris-Alice Faye Show" BBDO	Rexall Drugs	NBC-163-½	$ 827,308	$ 859,386	.....
LEWIS-HOWE CO. "A Date With Judy" (Eff. Jan. 11) "The Alan Young Show" (Eff. July 12) "George O'Hanlon" (Eff. Nov. 8) "Fanny Brice" Dancer-Fitzgerald-Sample	Tums	NBC-153-½	$ 810,600	$ 766,830	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

** Toiletry Product advertising of these companies in 1939 also included in this total.

Class 10: . *Entertainment*

THE producers of motion pictures and of theatrical attractions, the owners of circuses, carnivals, ice shows and other traveling attractions and the other entrepreneurs of the entertainment business have never been among radio's major accounts. For the most part, their use of radio has been on a special short-term basis to advertise particular pictures, plays and productions. For the most part, too, such advertising has been placed on a local basis, preceding the appearance of a movie or circus in a community and continuing for the duration of its stay. Radio's records reveal no recent examples of long-term consistent advertising campaigns from this group, such

(Continued on page 82)

CLASS 10. ENTERTAINMENT & AMUSEMENTS

NETWORK (Gross) 1948 $9,246; 1948 5,215; 1939 —
SPOT (Net) 1949 $2,352,000*; 1948 2,435,000

LEADING NETWORK ADVERTISERS

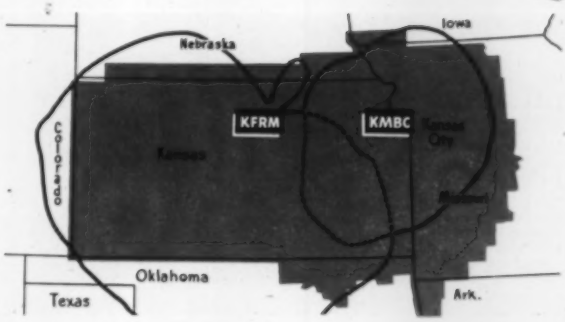
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
SHIPSTAD & JOHNSON "Ice Follies of 1950" Smith, Bull & McCreery	Ice Follies	MBS-44-½ (1 time)	$ 5,340	$ 5,215	.....
PARAMOUNT PICTURES INC. "Samson & Delilah" Buchanan & Co.	Motion Picture	MBS-8-½ (1 time)	$ 2,904	.....	$ 13,022
20TH CENTURY-FOX FILM CORP. "12 O'Clock High" Charles Schalfer & Co.	Motion Picture	MBS-193-5 min. (1 time)	$ 1,002	.....	$ 13.083

Source: Publishers Information Bureau

* BROADCASTING estimate

THE KANSAS CITY MARKET

Does Not Run in Circles!



Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

The true area of the Kansas City Primary Trade territory is an East-West rectangle, as illustrated. Kansas City is the focal point for all trade to and from this area.

The KMBC-KFRM Team has been built specifically to provide complete, effective and economical coverage of this great territory, *without waste circulation!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

Entertainment

(Continued from page 80)

as a motion picture company using a weekly program to promote all of its pictures, of the kind that are customary with radio's commercial clients for advertising their soaps and cigarettes.

The three entertainment advertisers who used network radio last year typify the way radio is used by their class. Each sponsored a one-time program advertising a specific production then being presented by the motion picture firm.

Recent spot campaigns have been of the same order. RKO Pictures in February ran two announcement campaigns for two new pictures, using 170 stations to urge listeners to see "Stromboli" and 38 stations on behalf of "The Outlaw." Eagle Lion Films that month publicized "Guilty of Treason" via the Yankee Network.

M-G-M plans to use radio for its new picture "Annie Get Your Gun" beginning May 1. Use of radio along the East Coast is also planned for this year by the Atlantic City Racing Assn.

Consistent use of radio is found only at the local level, where some theatre managers sponsor regular campaigns of programs or announcements on their local stations to inform the public of their current pictures. The Long Theatres of Texas, for example, sponsor three of Mutual's co-op shows—Fulton Lewis, jr., Cedric Foster and *Tell Your Neighbor*—on KIOX Bay City, and also sponsors *Tell Your Neighbor* on KVIC Victoria.

With attendance at the movies steadily declining from its 1946 peak, even in non-TV cities, the motion picture producers and exhibitors are fervently seeking some way to keep the theatres filled. Dishes and such like premiums will no longer do the trick; to a public accustomed to the refrigerator and fur coat prizes of radio's giveaway shows such small time premiums are no attraction. Perhaps this industry is now ready to consider giving radio a chance to do for the movies what it has done so successfully for the products of other branches of American industry.

Class 11: . . . . Foods

"TOTAL advertising expenditures by the food industry in 1950 probably will exceed those of last year," Paul S. Willis, president, Grocery Manufacturers of America, predicts in an exclusive statement for this issue of BROADCASTING.

Mr. Willis' statement presages more food advertising on the air during 1950. Food advertisers have always been the heaviest users of radio time and there are no signs that they are going to change that status in the months ahead. Plans so far announced or put into operation by such major advertisers as General Foods Corp., General Mills and Pillsbury Mills all call for increases in their already extensive use of radio in 1950.

Reporting on the state of the grocery industry, Mr. Willis says: "Sales of 89 representative grocery manufacturers whose products make up the average grocery basket indicate that 1949 dollar sales were about the same as in 1948. They were $15.9 billion in 1948 and about $15.4 billion in 1949. Industry-wise, it is estimated that total food store sales for 1949 were about $30.2 billion as compared with $30.5 billion in 1948. These small declines are due to lower prices rather than to decreased tonnage sales.

"Using these figures as a base, over-all food consumption in the United States in 1949, including food consumed on the farm and sold in public eating places, totaled about $52 billion, also slightly below the 1948 figure. Preliminary reports indicate that food sales and consumption in the first quarter of 1950 are holding at about 1949 levels.

"Chief reasons for the continued public interest in good eating are the aggressive advertising and sales promotion campaigns staged by grocery manufacturers to maintain and stimulate that interest, plus the fact that more people had more money to spend and manufacturers introduced to them new and exciting products which are readily prepared in the kitchen and which help the homemaker to feed her family a variety of good nutritious foods.

"However, grocery manufacturers are fully aware that competition is getting keener daily and that increased sales can result only from extended and hard-hitting advertising and merchandising campaigns. Therefore, total advertising expenditures will probably exceed those of last year."

The expenditures of the 41 food advertisers using network radio in 1949 represent 24.1% of the total

(Continued on page 86)

CLASS 11. FOOD & FOOD PRODUCTS

	NETWORK (Gross)	1949	$45,312,432	SPOT (Net) 1949	$23,632,000*
		1948	47,208,282	1948	22,114,000
		1939			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
GENERAL FOODS CORP.			$7,213,336	$6,268,427	$5,269,567
"When a Girl Marries" Benton & Bowles and Young & Rubicam	Calumet, Swansdown	NBC-81-1¼	834,080	819,000	
"The Second Mrs. Burton" Young & Rubicam	Swansdown, Jello, Minute Rice, Certo	CBS-68-1¼	710,204	348,227	
"Gangbusters" Young & Rubicam	Grape-Nuts	CBS-84-½ (Jan.-June; Oct.-Dec.)	468,255		
"Meredith Willson" Young & Rubicam	Jell-O	ABC-143-½ (Jan.-March)	178,872	177,552	
"My Favorite Husband" Young & Rubicam	Jell-O	CBS-153/CBC-½ (Jan.-July; Aug.-Dec.)	623,268		
"The Aldrich Family" (Eff. Aug. 25) "Meredith Willson Show" (Eff. Oct. 6) "The Aldrich Family" Young & Rubicam	Jell-O	NBC-150/CBC-½ (Jan.-June; Aug.-Dec.)	626,263	521,204	
"House of Mystery" Benton & Bowles	Post's Corn Toasties & Raisin Bran	MBS-496-½	513,269	501,637	
"Portia Faces Life" Benton & Bowles	Post's 40% Bran Flakes & Instant Postum	NBC-89-1¼	862,940	850,297	
"Burns & Allen" (Eff. Aug. 25) "Father Knows Best" Benton & Bowles	Maxwell House Coffee	NBC-155-½ (Jan.-June; Aug.-Dec.)	588,973	719,781	
"Wendy Warren" Benton & Bowles	Maxwell House Coffee, Instant Coffee	CBS-151-1¼	1,186,854	1,174,408	
"The Jack Carson Show" (Eff. Sept.) "The Goldbergs" Young & Rubicam	Sanka, Instant Sanka	CBS-151-½ (Jan.-July; Sept.-Dec.)	604,224	545,887	
"Surprise Package" Benton & Bowles	Sure-Jell	ABC-9-20 min. (May-Sept.)	16,134		
GENERAL MILLS INC.			$6,742,004	$7,190,599	$2,411,288
"Today's Children" Knox Reeves Adv.	Bisquick, Crustquick	NBC-74-1¼ (Sept.-Dec.)	246,056	995,964	
"Light of the World" Dancer-Fitzgerald-Sample	Cake Mix, Flour, Pyequick, Soup	NBC-74-1¼	724,206	176,032	
"Breakfast Club" Tatham-Laird	Cereals, Flour, Cake Mixes	ABC-248-1¼	1,036,808	393,767	
"Lone Ranger" Dancer-Fitzgerald-Sample	Cheerios, Kix & Pyequick	ABC-112-1½	1,790,586	1,705,909	
"Sam Hayes" Knox Reeves Adv.	Sperry Pancake & Waffle Flour, Wheathearts	NBC-8-1½ (March-Dec.)	62,193	71,136	
"Sam Hayes" Knox Reeves Adv.	Pancake Flour & Waffle Flour, Wheaties	NBC-8-1 (June-Dec.)	102,480		
"Sam Hayes" Knox Reeves Adv.	Wheaties & Pyequick	NBC-8-1½ (Jan.-Feb.)	11,872		
"Betty Crocker" Dancer-Fitzgerald-Sample	Flour & Cereals	ABC-191-1H, 40 min.	1,197,989	117,226	
"Modern Romances" Dancer-Fitzgerald-Sample	Flour	ABC-144-1¼ (Nov.-Dec.)	100,733		
"This Woman's Secret" Knox Reeves Adv.	Wheathearts, Drifted Snow Flour	NBC-11-1¼	120,640		
"National Professional Football Championship Game" Knox Reeves Adv.	Wheaties	ABC-260-to Concl. (1 time)	27,806		
"Wheaties Welcomes Back Baseball" Knox Reeves Adv.	Wheaties	CBS-165-1 (1 time)	29,000		
"Today's Children" Knox Reeves Adv.	Wheaties, Bisquick, Crustquick	NBC-74-1¼ (Jan.-Aug.)	640,517	995,964	
"Jack Armstrong" Knox Reeves Adv.	Wheaties, Cheerios, Kix & Soups	ABC-205-1¼ (Jan.-June; Sept.-Dec.)	651,113	635,831	

(Continued on page 86)

WKBN YOUNGSTOWN OHIO

Hooper PROVED

HOOPER STATION AUDIENCE INDEX

CITY: YOUNGSTOWN, OHIO — City Zone — MONTHS: JANUARY-FEBRUARY, 1950

Total Coincidental Calls—This Period 14,936

SHARE OF BROADCAST AUDIENCE

TIME	SETS-IN-USE	WKBN	Network Station B	Station C	Network Station D	Network Station E	Network Station F	Station G				FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.–12:00 NOON	20.5	40.5	28.8	14.9	3.2	0.7	2.5	5.5				3.9	2,525
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON–6:00 P.M.	29.9	39.2	17.7	22.9	6.4	2.1	1.6	(7.0†)				3.6	3,798
EVENING SUN. THRU SAT. 6:00 P.M.–10:00 P.M.	41.7	44.1	21.9	11.9	11.2	3.5	1.6					5.9	7,099
SUNDAY AFTERNOON 12:00 NOON–6:00 P.M.	32.7	20.3	26.5	15.7	14.5	4.5	5.5	(7.2†)				6.1	1,514
SATURDAY DAYTIME 8:00 A.M.–6:00 P.M.	NOT RATED IN YOUNGSTOWN												
TOTAL* RATED TIME PERIODS	31.9	40.2	21.9	16.2	8.6	2.7	2.0	(6.0†)				4.9	14,936

† The above measurements are adjusted to compensate f… that Radio Station G signs off at 5:15 PM in January, and at 6:00 PM in February.

"SHARE OF BROADCAST AUDIENCE" repr… of the total br… lar station. Base for "HOMES-USING-SET… omes Called"

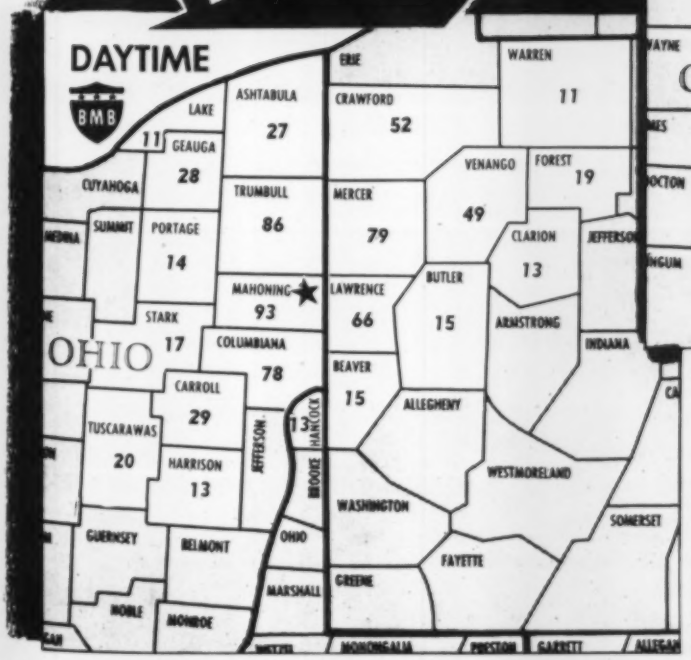
Where an FM station duplicates its … schedule i… mentions.

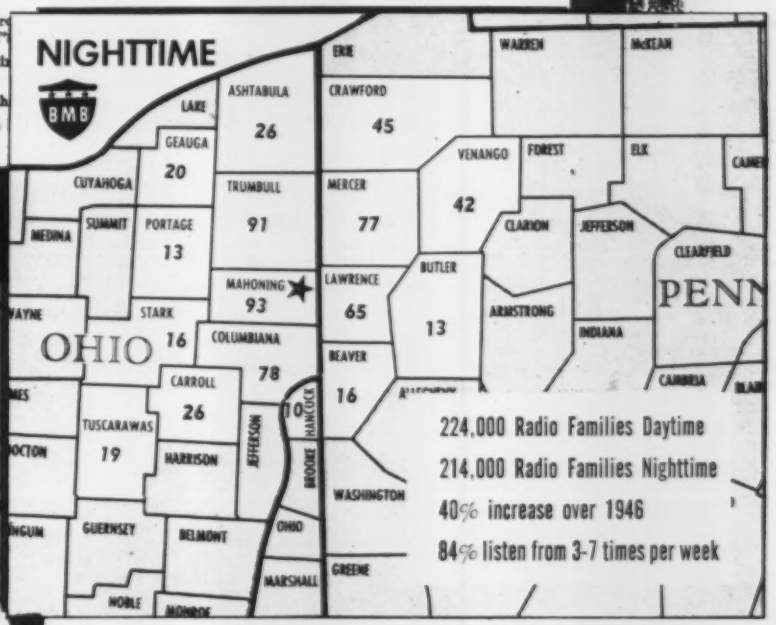
*Every rated hour given o… …with

The Code of Practi… …es to

COPYRIGHT 1…

BMB TESTED





WKBN CBS

YOUNGSTOWN, OHIO

5000 WATTS-570 KC-Rep. by RAYMER

THERE'S A SPECIAL COVERAGE PROBLEM ON THE PACIFIC COAST, TOO!

WE HAVE A SPECIAL PROBLEM out here on the West Coast because we're different—geographically and geologically. The Pacific Coast is a big area. It's broken up by mountains as high as 14,495 feet, and the marketing areas are far apart.

The great distances between markets, the mountains, the low ground conductivity—all make long-range broadcasting impractical. Yet Don Lee is the only network out here that does not rely on long-range broadcasting. Only Don Lee is especially designed for the Pacific Coast.

Only Don Lee offers a radio umbrella for each of 45 local markets—a local network outlet of the proper size to completely cover that market for the least possible amount of money.

Equally important, with Don Lee—and only with Don Lee—you can get radio coverage to meet specialized distribution requirements. You buy all *or part* of Don Lee's 45 stations to get coverage of all *or part* of 45 local marketing areas—with no waste.

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY

Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**

XUM

On the Pacific Coast, about 14 million people spend 15½ billion dollars per year. Only Don Lee sells them where they live. And Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If you're selling Pacific Coast consumers (whether you're selling all or some), remember our specialized coverage. Use the *only* radio network especially designed for the Pacific Coast: DON LEE.

***Don Lee Stations on Parade:* KDB—SANTA BARBARA, CALIFORNIA**

Since 1931, KDB has been a Don Lee affiliate, serving the rich Santa Barbara and Ventura areas. KDB is Santa Barbara's FIRST *station and also its most modern station—having recently completed its new facilities. KDB is a typical Don Lee station—one of 45 Don Lee Network stations strategically located to serve Pacific Coast people where they live and spend their money.*

The Nation's Greatest Regional Network

CLASS 11 (Continued from page 82)

CAMPBELL SOUP CO.			$5,671,548	$5,819,758	$2,704,331
"The News Till Now, Edward R. Murrow" (Eff. Aug. 29)	Soups	CBS-155/CBC-1¼	1,859,452	1,895,561	
"Club 15" Ward Wheelock & Co.					
"Club 15" (Eff. Aug. 29) "Edward R. Murrow"	Franco-American Products	CBS-153/CBC-1¼	1,836,571	1,658,162	
"Double Or Nothing" Ward Wheelock & Co.	Soups and Pork & Beans	NBC-132-2½	1,975,525	1,149,143	
SWIFT & CO.			$3,021,444	$3,387,240	$ 4,996
"Breakfast Club" J. Walter Thompson Co.	All Products	ABC-273/CBC-2½	2,232,657	2,112,742	
"Meet the Meeks" J. Walter Thompson Co.	Margarine	NBC-162-½ (Jan.-April)	148,690	363,589	
"Special Breakfast Club Program" J. Walter Thompson	Sausage	ABC-266-¼ (1 time)	3,899		
"Sky King" Needham, Louis & Brorby	Peter Pan Peanut Butter, Canned Meat	ABC-206-1¼ (Jan.-June; Sept.-Dec.)	636,198	613,000	
NATIONAL BISCUIT CO.			$2,565,975	$1,149,157	.....
"Arthur Godfrey" McCann-Erickson	All Products	CBS-173-1¼	1,500,193		
"Straight Arrow" McCann-Erickson	Shredded Wheat	MBS-287-½ (Feb.-Dec.)	600,255		
"Straight Arrow" McCann-Erickson	Shredded Wheat	MBS-347-1 (Feb.-June; Sept.-Dec.)	465,527		
QUAKER OATS CO.			$2,453,523	$2,679,533	$1,200,947
"Ladies Be Seated" C. J. La Roche Co.	Pancake Flour, Cereals & Flour Products	ABC-223-1¼ (Jan.-March)	280,835	1,138,289	
"Talk Your Way Out of It" (Eff. Dec. 12) "Quick As a Flash" C. J. La Roche Co.	Pancake Flour, Cereals & Flour Products	ABC-213-1½ (March-June; Sept.-Dec.)	537,603		
"Man on the Farm" Sherman & Marquette	Oats	MBS-283-½ (Oct.-Dec.)	50,954		
"Roy Rogers Show" Sherman & Marquette	Oatmeal	MBS-505/CBC-½	770,856	706,328	
"Challenge of the Yukon" Sherman & Marquette	Puffed Wheat, Puffed Rice	ABC-218-1½ (Jan.-June; Sept.-Dec.)	813,275	333,436	

Source: Publishers Information Bureau

* BROADCASTING estimate

Foods

(Continued from page 82)

purchases of network time by all advertisers in that year, more than half again as much as was used by any other class of network clients.

In addition to the six leading members of this class listed in the table, the network clients during 1949 included: American Bakeries Co., which in June started the *Lone Ranger* on ABC, three half-hours a week, spending $134,154 for network time last year; American Meat Institute, sponsoring NBC's daytime *Fred Waring Program* two half-hours a week from January through July ($230,684); Armour & Co., *Stars Over Hollywood*, Saturday half-hour on CBS ($361,245); *Hint Hunt*, five quarter-hours a week on CBS, January-May ($384,696); Borden Co., *County Fair*, CBS half-hour ($670,739); Butler Packing Corp., *Newsweek Looks Ahead*, Sunday quarter-hour on ABC Western hookup, January-February ($6,720); California Packing Corp., *Rocky Jordan*, Sunday half-hour on CBS in West, starting in August ($34,458).

Carnation Co., *Contented Hour*, Saturday half-hour on NBC January-September ($686,556) and CBS October-December ($246,363), *Family Party*, Saturday quarter-hour, CBS, September-December ($10,755), and for Albers Quick Oats, *Aunt Mary* on NBC Western hookup five quarter-hours a week ($162,500); H. C. Cole Milling Co. (flour), *Ernie Lee Show*, Sunday half-hour, MBS, January-June ($27,795); Continental Baking Co., *Grand Slam* for five 15-minute periods a week on CBS ($769,049), and on the last Friday of the year celebrated its 25th birthday with *Rising Wonder*, evening half-hour on CBS ($29,260); Cream of Wheat Corp., *Let's Pretend*, CBS, 25 minutes Saturday mornings ($368,325); William Edris Co. (Dennison's Foods), Bob Garrod's newscasts on CBS Pacific, 10 minutes three times a week ($47,727); Fisher Flouring Mills, *Afternoon Final*, five five-minute newscasts a week on ABC Western stations, January-March ($13,330).

Network Activity

H. J. Heinz Co., starting *Ozzie & Harriet* on ABC as a Friday half-hour in October ($214,224); George A. Hormel & Co., *Girls Corps*, Saturday half-hour on MBS January-February ($25,560), moved to ABC March-December ($377,456), now broadcast Sunday; International Milling Co., three 15-minute segments of *Queen for a Day* on MBS January-April ($30,740); Kellogg Co., *Mother Knows Best*, Saturday half-hour on NBC in West January-July, October-December ($43,491); Langendorf United Bakeries, *Zeke Manners*, five quarter-hours a week on ABC Pacific May-December ($43,968); Lever Bros. Co. (Spry), *Aunt Jenny*, CBS five-a-week 15-minute daytimer ($1,043,831), and (Lipton's Tea, Soups) *Arthur Godfrey's Talent Scouts*, CBS Monday half-hour ($657,959); Libby, McNeill & Libby, *My True Story*, ABC 25-minute serial, five times a week January-May, three times a week June-December ($1,335,747).

Miami Margarine Co., sponsoring Mutual's *Queen for a Day* two quarter-hours a week January-April ($45,960); Minnesota Valley Canning Co., *Fred Waring Program*, Friday half-hour (now Saturday), NBC ($425,258); Nalley's Inc., *Meet the Missus*, weekly quarter-hour on CBS Pacific March-May ($7,347); National Dairy Products Corp., *Kraft Music Hall*, NBC half-hour January-September ($583,672), (Sealtest Dairy Products), *Variety Theatre*, NBC half-hour January-July ($247,664), *Dorothy Dix at Home*, quarter-hour five-a-week, NBC October-December ($169,325), (Kraft Products), *Marriage for Two*, NBC, 15-minutes five times a week October-December ($291,590), (Parkay), *Great Gildersleeve (Archie Andrews* during summer), NBC half-hour ($850,443).

Pet Milk Co., Mary Lee Taylor, NBC half-hour ($422,545). *Pet Milk Show*, also NBC half-hour ($785,679); Pillsbury Mills, *Kay Kyser's College*, five quarter-hours on ABC January-July ($587,758), *Houseparty*, 25 minutes five times a week, ABC September-December ($453,736), Galen Drake, ABC, 15-minutes five times a week ($1,005,362), *Grand Central Station*, CBS half-hour ($412,875), *Surprise Package*, 15-minutes five times a week, ABC Pacific March-December ($60,359), Bob Trout newscasts, NBC Sunday five-minute program January-March ($21,021); Planters Nut & Chocolate Co., Elmer Peterson's newscasts, NBC Pacific, three quarter hours a week January-March ($16,698).

Procter & Gamble Activity

Procter & Gamble Co. (Crisco), *Perry Mason*, five quarter-hours a week on CBS Pacific in January ($7,815), *Young Dr. Malone*, five quarter-hours a week, CBS ($599,784), *Road of Life*, five quarter-hours a week, NBC July-December ($457,720); Ralston Purina Co. (cereals), *Tom Mix*, five quarter-hours a week, MBS January-June, September-December ($836,879); P. J. Ritter Co. (various foods), *Betty Clark Sings*, Sunday quarter-hour on ABC ($58,711); Roman Meal Co., *Pass the Buck*, CBS Western half-hour, March-June ($27,066), *Night Editor*, CBS Western quarter-hour June-December ($17,721); Rosefield Packing Co. (peanut butter), *Skippy Hollywood Theatre*, started in December as CBS half-hour ($48,027).

Safeway Stores (Lucerne Milk), *Zeke Manners Show*, five 15-minute periods a week on ABC Pacific April-July ($14,030), *Boston Blackie*, CBS half-hour September-December ($10,976); Charles B. Silver & Sons (Red Cross, Silver Cross foods), *Take a Break*, MBS quarter-hour March-June $4,096); Standard Brands (Tenderleaf Tea), *One Man's Family*, NBC half-hour January-April ($182,172); Tex-O-Kan Flour Mills, *Light Crust Doughboys*, three quarter-hours a week on MBS starting September ($449,570); Wander Co. (Ovaltine), *Captain Midnight*, MBS, five quarter-hours a week January-June, two half-hours September-December ($387,136); Wesson Oil & Snowdrift Co., *Noah Webster Says*, NBC Pacific half-hour January-October ($55,680).

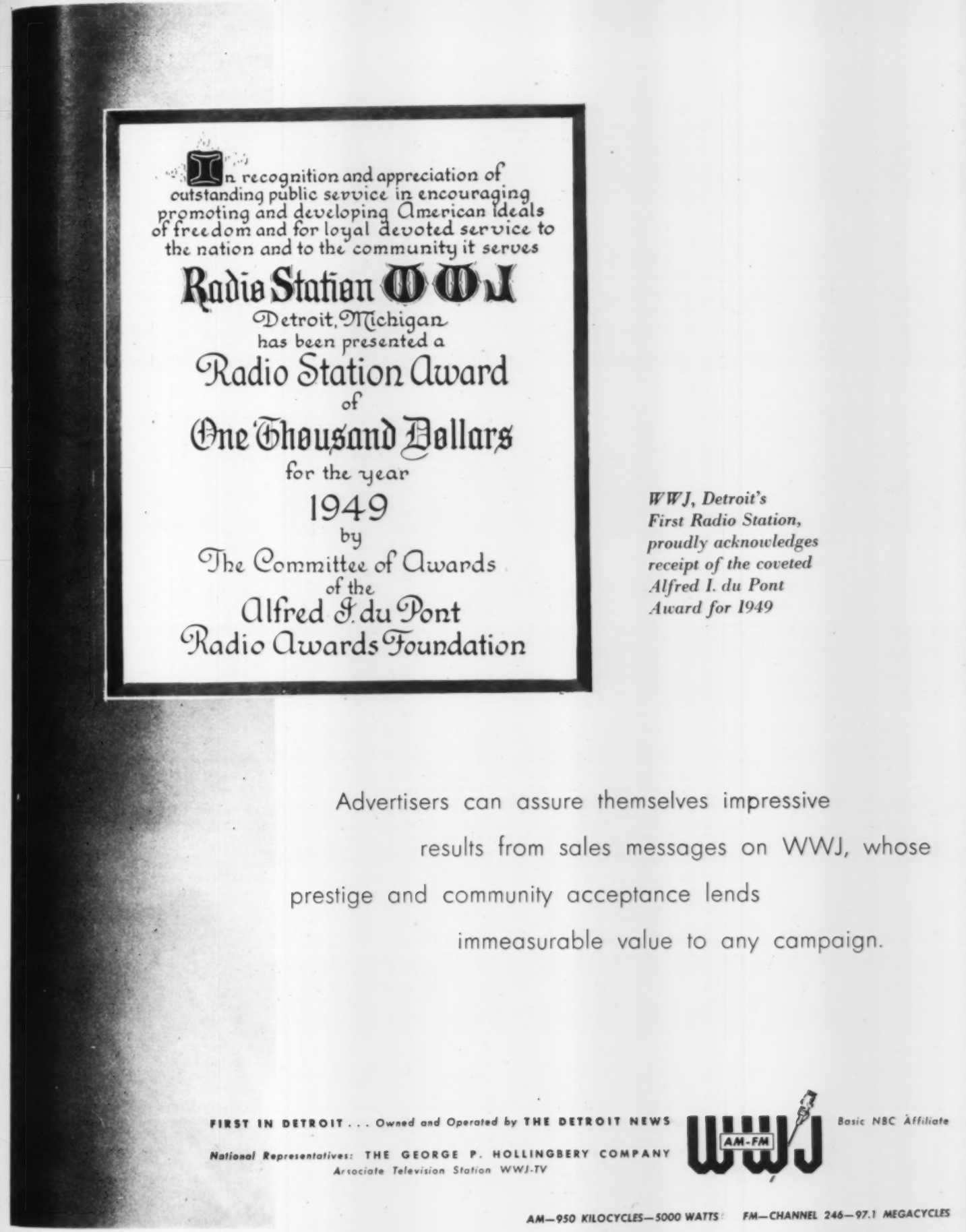
New Programs

Since Jan. 1, 1950, Bowey's Inc. has begun sponsoring *Stars Over Hollywood* on MBS for 15 minutes Saturday. Kellogg Co. also has a new Mutual program, *Mark Trail*, three daytime quarter-hours a week, having discontinued its sponsorship of *Mother Knows Best* on CBS. Vacuum Foods Corp. (Minute Maid food products) has started Bing Crosby in a daytime 15-minute program broadcast weekly on CBS Pacific. Libby McNeill & Libby has canceled *My True Story* on ABC three days a week, these periods being picked up by Sterling Drug, which already sponsored the program two days a week.

General Foods, which last year gave network radio a large part of its overall advertising expenditures of $30 million, expects to expand both the total amount and radio's share this year. So far this year this company has started sponsoring *Hopalong Cassidy* as a Sunday afternoon half-hour on MBS, has shifted two CBS programs—*My Favorite Husband* and *The Goldbergs*—from Friday to Sunday and Saturday, respectively, on the same network, and is considering sponsorship of the Brooklyn Dodgers Saturday afternoon ball games on CBS. GF already has contracted for daily broadcasts of the Dodgers on WMGM New York.

Pillsbury Mills has just begun sponsoring a quarter-hour of Arthur Godfrey's morning show on CBS on alternate days, picking up the period formerly sponsored by

(Continued on page 88)


In recognition and appreciation of outstanding public service in encouraging promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community it serves
Radio Station WWJ
Detroit, Michigan
has been presented a
Radio Station Award
of
One Thousand Dollars
for the year
1949
by
The Committee of Awards
of the
Alfred I. du Pont
Radio Awards Foundation

WWJ, Detroit's First Radio Station, proudly acknowledges receipt of the coveted Alfred I. du Pont Award for 1949

Advertisers can assure themselves impressive results from sales messages on WWJ, whose prestige and community acceptance lends immeasurable value to any campaign.

FIRST IN DETROIT . . . *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM — Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

Oklahoma City's Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

Can soft goods be sold by KOMA?

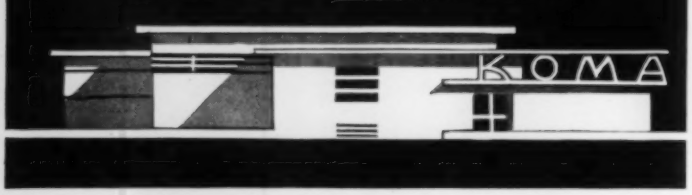
A few weeks ago a leading Oklahoma City department store ran a one minute spot over KOMA on sharply priced blue jeans. Although an effort was made to keep a direct check on response, the clerks were soon so busy they could not correctly tally all buyers reporting they had heard the spot on the air. **But no other media was used**—only the **one** spot over KOMA. Not only did the store sell enough blue jeans to make the cost of the KOMA spot approximately 2 percent of gross sales, but business throughout the department increased from between 45 and 50 percent over the same day a year previous.

Yes, soft goods **CAN** be sold by KOMA. KOMA has a complete copy and production staff to adequately service all types of accounts. And **DIRECT RESULTS** for our advertisers are our special pride.

Let us or Avery Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio.

J. J. Bernard
General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



Foods

(Continued from page 86)

Gillette Safety Razor Co. for Toni home permanent waves. This company has moved the five-day 25-minute *House Party* from ABC to CBS and has added Cedric Adams in a five-minute spot across the board on CBS to round out the half-hour. Pillsbury is also now sponsoring *It's Fun To Be Young* on CBS Pacific Network.

General Mills this year for the second time is sponsoring a special *Welcome Back Baseball* half-hour program starring Bing Crosby and Bob Hope, carried April 15 on CBS, April 16 on MBS and April 17 on ABC. GM is also considering adding Dave Garroway's new half-hour five-a-week morning program on NBC to its stable of network shows. Taking a tip from Ford, General Mills has arranged with NBC for sponsorship of six nighttime series during the summer season, from May 1 to Sept. 7.

Quaker Oats Co. is now sponsoring *Grady Cole and the Johnson Family* for a 15-minute weekly broadcast on a CBS network of 37 Southern stations, having completed a winter campaign for Mothers Oats on MBS, using a morning half-hour of *Man on the Farm*. Quaker continues the second half-hour of this Mutual program for its stock feeds (Class 1). Campbell Soup Co. is doubling its sponsorship of *Double or Nothing* on NBC May 1 by adding a morning half-hour five days a week to the present afternoon series, also sponsored by Campbell.

Food advertisers currently using time on the Don Lee regional network include: Interstate Bakeries, sponsoring *Cisco Kid* three half-hours a week for Weber's Bread; Langendorf United Bakeries, sponsoring *Red Ryder* two half-hours a week: J. A. Folger & Co. (coffee), sponsoring Frank Hemingway's newscasts six quarter-hours a week; Golden State Co. (dairy products), *Count of Monte Cristo* Wednesday half-hour. Coast Fishing Co. has bought *Cisco Kid* series on Don Lee stations in Oregon and Washington.

The Borden Co., now out of network radio after discontinuing *County Fair* early this month, has launched a spot campaign in about 80 markets, sponsoring many station 15-minute and half-hour programs as well as maintaining a heavy announcement schedule. Borden for the past year has been using announcements for Starlac on 20 stations, including Yankee Network, plus less extensive campaigns for other products.

General Foods' Activity

General Foods Corp., which has been running announcements for Bird's Eye Frozen Foods on more than 100 stations, including Yankee Network, and on 19 stations for Swansdown cake flour, in February used 59 stations in a three-week announcement campaign for Swansdown instant cake mixes and this month is using stations in some 20 markets for Baker's 4-in-1 cocoa plus spots for Yuban on the East and West coasts. Lever Bros. Co. for Jelke's Good Luck margarine is starting announcements for six weeks on stations in 30 markets. Hygrade Food Products Corp. is readying a spot campaign in major markets.

Pillsbury Mills, in addition to its continuing use of programs and spots on some 30 stations, in March started a transcribed quarter-hour strip folk music program with Jack Hunt for Pillsbury's Best Flour on 40 stations, to run through May.

(Continued on page 94)

DUNVILLE REPLIES TO WCBC

Travis Hits WLW 'Incursions' on Ind. Market

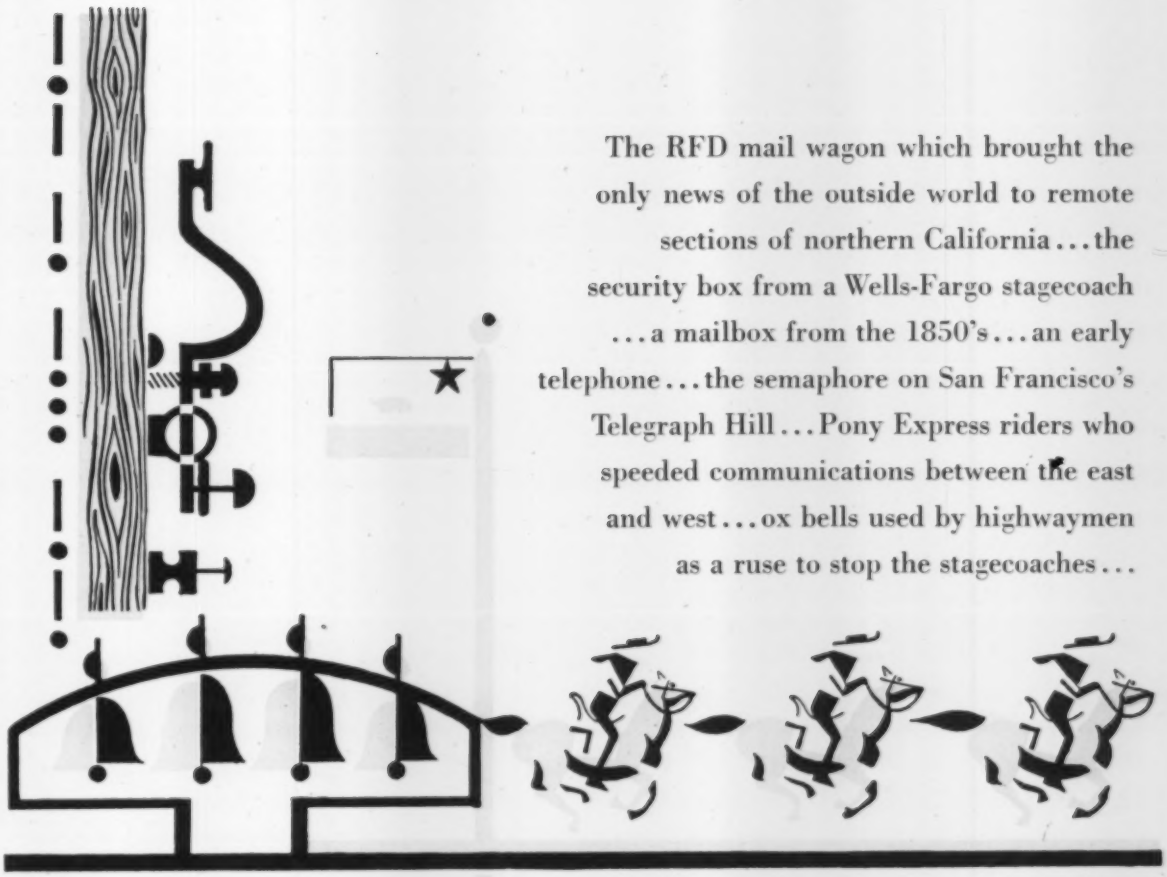
OBJECTION by WCBC Anderson, Ind., to participation of WLW Cincinnati and other clear-channel outlets in the Indiana State Fair drew a sharp reply from Robert E. Dunville, president of Crosley Broadcasting Corp., after WCBC had made public its views.

William Travis, WCBC general manager, viewed "with disfavor what we consider to be continued incursions on the Indiana market by monopoly-minded operations such as yours." He voiced his position in a telegram sent to Mr. Dunville April 4 and then made public.

"In the future," Mr. Travis wired Mr. Dunville, "we intend to press the issue of clear-channel 'domination by intimidation and misrepresentation' and we shall press our own premise that WLW and others like you have no business trying to dominate regional and local areas already adequately served by their own stations."

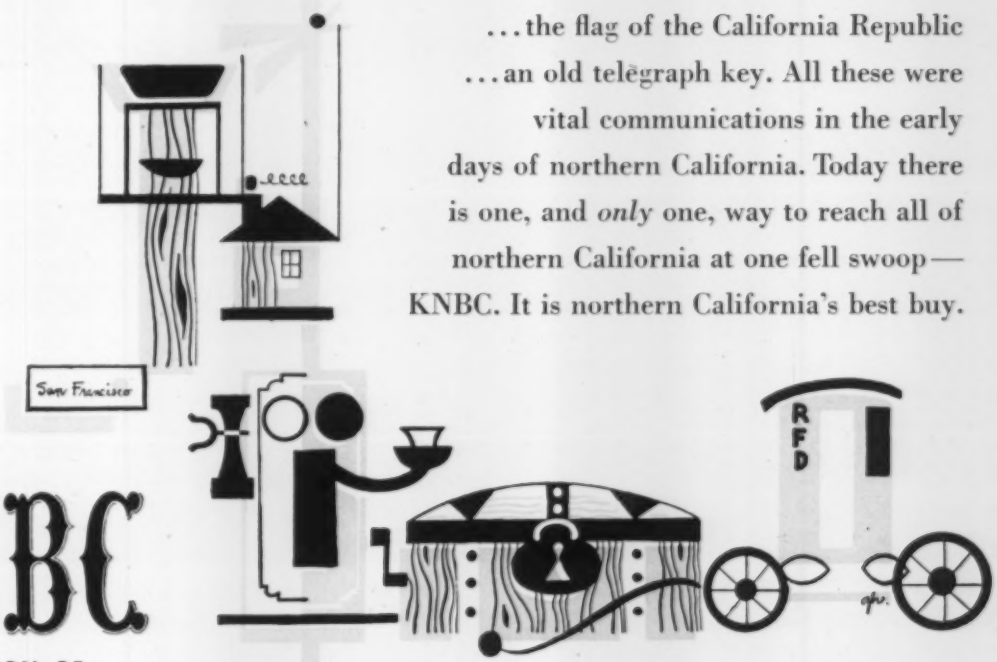
Asked by BROADCASTING to state WLW's position, Mr. Dunville reviewed the service obligation of clear-channel outlets. He denied a charge by Mr. Travis that WLW "misrepresentated" its coverage in Indiana to timebuyers, tending to "discredit the effectiveness of Indiana's regionals." He cited Nielsen and BMB figures showing WLW circulation, adding, "With this circulation WLW must be supplying the type of programming that the people living in Madison County (Ind.) enjoy more than WCBC or WLW could never have this circulation."

Mr. Dunville said he did not care to comment on Mr. Travis' observations on the attitude of Indiana stations toward its coverage of the Indiana State Fair but said WLW had received reply wires "from almost every station in Indiana and our remarks might inadvertently involve other stations in Indiana in what well may become a very stupid discussion."



The RFD mail wagon which brought the only news of the outside world to remote sections of northern California... the security box from a Wells-Fargo stagecoach ...a mailbox from the 1850's... an early telephone... the semaphore on San Francisco's Telegraph Hill... Pony Express riders who speeded communications between the east and west... ox bells used by highwaymen as a ruse to stop the stagecoaches...

...the flag of the California Republic ...an old telegraph key. All these were vital communications in the early days of northern California. Today there is one, and *only* one, way to reach all of northern California at one fell swoop— KNBC. It is northern California's best buy.



KNBC

THE STATION OF NORTHERN CALIFORNIA

50,000 WATTS 680 K. C.

Represented by NBC Spot Sales

IN DETROIT...

Sales are made 24 hours a day

EVERY HOUR is rush hour in dynamic Detroit, be it 2 A. M., 1 P. M. or 12 midnight. Industry, of necessity, maintains continually changing shifts for each hour of every 24. As a result, millions of Detroiters on a variety of schedules, decide upon specific purchases at any and every second of the day and night.

The Fort Industry station, WJBK, like Detroit, is "open 24 hours a day." Detroiters keep their dials tuned to WJBK because of "custom-tailored" buyer's pulse programming and top flight personalities, planned to satisfy their listening tastes.

For the second straight year, WJBK is the key station for all Detroit Tiger baseball games . . . and folks hereabout love Tigers! Entertainers, for example, like America's No. 1 disc jockey, Jack the Bellboy; Bob Murphy, the tall boy in the third row; Joe and Ralph, early morning mirthmakers; and Malcolm Richards, newest addition to WJBK's glittering talent array, insure steady, loyal, responsive listening.

To get in on the continuous rush hour in Detroit, call your local Katz Agency man about WJBK. And remember, there are six other Fort Industry stations in six other important markets ready to do this same result-getting job for you.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

NAB's Hidden Issue

IN PRECEDING pages of this issue (our 19th NAB convention number) there are stories and statements and pictorial displays about the 28th annual meeting of the NAB. You are regaled with facts and features on this top-level management conference dedicated to the vital role of radio-TV media in this teeming world.

All true. All significant. Delegates are, or should be, impressed. Radio's role in the last war lies green on their memories. Competition is rigorous. TV is their oyster or their adversary. The road ahead is far from rosy, sometimes frightening.

Yet every thinking broadcaster knows the real issue is not on the formal agenda. That issue, in unvarnished words, is whether there will be an NAB worthy of the name to hold a convention next year.

Occult vision isn't needed to detect this. The resignation tide has brought deficit-spending. Networks talk resignation but hold off pending the outcome of this meeting. Many stations are of the same mind, but do not want to jump the gun, or perhaps flush a stampede.

In such a situation, strong medicine is needed. Do all broadcasters and telecasters understand the functions of a trade association? Do they appreciate the utter futility of attempting to satisfy the diversified elements of their art on all counts all of the time? Do they recognize that the radio pursuits are unique because they exist by sufferance of a Government license? Do they contemplate the dire consequences of internecine strife which inevitably follows disorganization?

Every healthy art, industry or profession has a trade organization. The doctors, lawyers, magazines, newspapers, butchers, morticians. When a majority of membership is dissatisfied with policy or management, the order is changed. The association survives.

So it should be with the NAB.

It hasn't been working that way. The crisis has been developing by attrition. Resignation of the networks (and their owned-and-operated stations) would place the NAB in jeopardy. If those stations talking resignation should make good their threats, NAB would fall apart.

No more serious blow could be visited upon American radio, short of Government control. Though we may be accused of gross exaggeration, we fear this *could be*. For out of radio anarchy could come a "nationalization" tidal wave. We are still in a state of "national emergency" hanging over from World War II. Government operation of radio is all around us in this world shrunk to the size of a man's hand by the very miracle of radio and its ether twin—air transport. We have a Government-operated "Voice of America." How long (or short) a haul is it to a domestic "Voice of the United States"? By the stroke of his pen the President can so decree under Section 303 (c) of the Communications Act of 1934.

The NAB board of directors cannot be unmindful of this foreboding prospect. Many broadcasters who deal in the collective "we", rather than the first person singular, must sense it also.

Provision has been made for a "general manager" of the NAB, to sit between the president and the headquarters staff. He would be empowered to take care of the material things, to run the NAB's headquarters staff, to hire and fire or konk heads when the team isn't performing. The appointment of a qualified general manager (Bill Ryan of KFI Los Angeles is heavily supported) should do much to restore confidence in NAB's management.

At this convention there is the leadership to stem the tide of defection. The issue should be brought to the floor. It should not be allowed to fester. There should be affirmative action signalizing a new era of strength and unity and singleness of purpose.

The text may be found in our own Bill of Rights. Does a citizen "resign" because he is out of sympathy with our President or our Congress? And if he "resigns" can he avoid paying his taxes?

Trigger-Happy Boys

NECESSITY, the sages say, is the mother of invention. No invention, however, is needed to handle the situation provoked by talk of "rate adjustments" in radio because of TV tune-in.

Procter & Gamble's Howard J. Morgens pulled no rabbits out of his timebuying hat in meeting the situation head on (BROADCASTING, April 10). He wants lower costs. Who doesn't on the buying end? As radio's biggest spender, P&G will use radio and TV to sell merchandise if they sell "as efficiently per dollar as other media."

That's all radio and TV can ask. Broadcasters have the job of proving that radio delivers the sales at costs lower than those of the competitive media. That is TV's job too. They are not selling exclusively against each other, as the trigger-happy boys foolishly have pegged it. They sell against all other media.

To say that there will be no rate adjustments henceforth is ostrich-like. There have been and always will be adjustments, although radio's curve from its start has been onward and upward—a phenomenon among media. TV is swishing across the firmament jet-propelled. To attempt to stop it would be as effective as the efforts of the printed media against radio two decades ago.

P&G's Morgens said his company won't be "panicked by any casual phrases such as one occasionally hears . . . that 'radio's through and television is taking its place'." He emphasizes *timing* as the key factor.

Mr. Morgens poses the question. Radio must come up with the answer. NBC does it effectively in a current advertisement aptly labeled "A new suit of statistics for Uncle Sam." Adroitly tying its theme into the Census, it brings out that the census takers will re-discover the giant radio, 95% as big as America, with 40,700,000 radio families (as against 28,500,000 a decade ago); that 41% of them have more than one radio, and that more people are listening more to their radios today (it used to be 3½ hours of listening per day, as against 4 hours and 44 minutes now).

And, as if to hurl defiance at the trigger-happy boys, CBS-owned WCCO Minneapolis, with two TV stations in its immediate twin-city area, has announced rate "revisions" effective May 1—revisions upward during daytime hours.

Sure there will be rate adjustments. But not when radio has such unassailable statistics. And not when daytime radio is the world's best advertising bargain. And not when the total take of one weekly picture magazine exceeds the gross income of any single network operating 18 hours a day, seven days a week, delivering a hundred million circulation.

The facts are there. They must be told, and retold.

It's too bad the trigger-happy boys had to pop their cap-pistols. But after all, the value of a station's time can't be any greater than that which the management itself places on it. The manager should know best.

Our Respects To—

SYDNEY MILTON KAYE

IT IS A SOURCE of mild distress to Sydney Milton Kaye, one of the most kinetic personalities in or around the broadcasting business, that at times people have thought of him as having had only one job—being the guiding hand of Broadcast Music Inc., an organization of which he was principal architect and builder.

To Mr. Kaye, a life containing only one fulltime job would be a life of intellectual sloth. It may be stated with emphasis that he has spectacularly avoided such doldrums.

In the 20 years of his association with radio, Mr. Kaye has provided legal counsel for broadcasters, advertising agencies, talent, talent managers, and a number of industry committees in addition to serving for seven years as chief executive officer of BMI.

Although many of these divergent activities have been carried on simultaneously, they have by no means drained Mr. Kaye's energies. He has found time in recent years to become an expert, if amateur, agriculturalist, as the professional farmers of Cornwall Bridge, Conn., whom he supplied with vegetables when their own withered in last summer's drought, will embarrassingly testify.

Mr. Kaye's principal role in broadcasting has been as a lawyer, a profession that seized his fancy early in life. Born in New York Feb. 3, 1900, Mr. Kaye, at the age of 6, had already begun to admire the legal life. He has forgotten what motivated his juvenile interest, but whatever the cause, he played lawyer when other striplings his age were playing robbers or, possibly, cops. His early displays of pleadings before pretended bars so pleased his parents that, as Mr. Kaye put it recently, "I was committed irrevocably to the study of law."

After being graduated from Columbia College, New York, with a Bachelor of Arts degree in 1921, he entered Columbia Law School and received his legal diploma in 1923.

His first job as a fledgling lawyer was in the office of Arthur Garfield Hays, a militant champion of civil liberties. Mr. Kaye's service with Mr. Hays left a deep mark, and in later years the pupil was to enlist the services of the master in a number of cases, principally in the successful fight against a proposed FCC order to bar newspapers from owning radio stations.

The rewards of Mr. Kaye's work with Mr. Hays, as a young lawyer mostly occupied with writing briefs, ran more heavily to the intellectual than to the financial. As a means of bringing the two elements into more even

(Continued on page 130)

WJJD

Chicago's BEST

50,000 *Watt* BUY

A MARSHALL FIELD STATION
REPRESENTED
NATIONALLY BY
AVERY-KNODEL

Foods

(Continued from page 88)

General Mills uses about 50 stations, mostly station breaks, for Bisquick and Wheaties. Kroger Co. sponsors quarter-hour programs five days a weeks, using 21 stations for Kroger Bread, 28 for Hot-Dated Coffee.

Continental Baking Co., one of the most consistent spot users, has five announcements a week on 64 stations for Hostess Cakes and three to 17 announcements weekly on 117 stations for Wonder Bread. Ward Baking Co. is also a regular user of spot radio for Tip-Top Bread, currently placing announcements and 15-minute programs on 113 stations. Breyer Ice Cream Co. uses announcements on 21 stations; Swift & Co. promotes its ice cream with announcements on 71 stations. Radio is widely used by bakers throughout the country in local and regional campaigns of announcements and programs, with Ziv's *Cisco Kid* the favorite vehicle of this group.

Best Foods Inc. uses spot for its various products, its largest February campaign being announcements for Nucoa on 25 stations. Miami Margarine Co. also uses announcements on about that number of stations for its Nu-Maid margarine.

Because of space limitations only food campaigns on more than 20 stations have been listed; actually, there are scores of national and regional spot and hundreds of local radio campaigns for food products, the local group including 95 sponsors of network co-op shows and nearly 60 who use the facilities of Transit Radio.

Class 12: . . . . Gasoline

PRODUCTION of motor fuel hit a new high of 960 million barrels in 1949, an increase of 38 million barrels over the preceding year. Despite comparatively warm weather in the first and last quarters of the year which reduced consumption of fuel oil and a continuing average decline in exports of 40,000 barrels a day, the increased domestic demand for motor fuel kept the year's total petroleum consumption, including exports, at the rate of 6,105,000 barrels a day, only slightly behind the all-time high of 6,129,000 barrels a day in 1948.

In short, the motorist is a very important person to the petroleum industry which may be counted on to do everything it can to persuade him to use his car as often and to drive it as far as his leisure will permit. The use of radio is one of the most effective ways of doing this job, as many oil companies have learned, and the indication is that the industry will use even more radio time in the months ahead.

Last year's network gas, oil and coal advertisers, in addition to the six leaders shown in the table, included: Delaware & Hudson Co. (coal), sponsoring *D & H Miners* in a 15-minute Sunday series on NBC (spending $49,088 before discounts for time); Glen Alden Coal Co., *The Shadow*, MBS Sunday half-hour, January-June, September-December ($83,696); Pacific Western Oil Corp. (Skelly gas and oil), Alex Drier's newscasts, Monday through Friday, and *This Farming Business* on Saturdays, six quarter-hours a week on NBC ($187,800); Phillips Petroleum Co. (gas and oil), *National Barn Dance*, weekly half-hour on NBC March-December ($202,341); Richfield Oil Corp. (gas and oil), *Richfield Reporter*, ABC Pacific, two quarter-hours a week ($324,724); Sinclair Oil Co. (gas and oil), *Richfield Sports Reporter*, September-December, Saturday quarter-hour on ABC ($41,015); Socony-Vacuum Oil Co., one-time ABC broadcast of dedication of new General Petroleum Bldg. ($1,050); Standard Oil Co. of California (petroleum products), *The Whistler*, CBS Western Sunday half-hour ($75,804); *Standard School Broadcast*, weekly half-hour on NBC Western January-April, September-December ($28,335), *Standard Hour*, Sunday hour on NBC Western ($164,060); Standard Oil Co. of Indiana (Amoco gas, oil, tires), *Carnegie Hall*, ABC weekly half-hour ($393,686); Tide Water Associated Oil Co. (gas and oil), football games on CBS Pacific September-November ($35,076).

New Network Business

New network business from this group this year includes: Phillips Petroleum Co., which on March 17 started *Rex Allen Show* on CBS as a Friday half-hour; Sinclair Oil Co. (Richfield Oil Co. of New York Div.), to start *Escape* on CBS in the half-hour following Rex Allen on April 21. Phillips has discontinued its sponsorship of *National Barn Dance* on NBC. Standard Oil Co. of California in addition to the network shows listed above, sponsors *Let George Do It* for a weekly half-hour on Don Lee. Esso Standard Oil Co. is starting a new CBS series starring Alan Young.

Atlantic Refining Co., concentrating on sports broadcasts in its radio gas and oil advertising, used more than 130 stations at the peak of last fall's football season and is now entering the largest baseball coverage in 15 consecutive years of sponsoring ball game broadcasts. Atlantic's 1950 baseball radio schedule includes: New York Yankees on a 12-station regional hookup with P. Ballantine & Sons as co-sponsor; Philadelphia Athletics on WIBG Philadelphia and an Eastern Pennsylvania hookup; Philadelphia Phillies, alternating sponsorship with Supplee-Sealtest and P. Ballantine & Sons, on WPEN Philadelphia; Pittsburgh Pirates on WWSW Pittsburgh and a 20-station hookup in Western Pennsylvania, with Rieck-McJunkin Dairy Co. as co-sponsor: Boston Red Sox and Braves on WHDH Boston, sharing sponsorship with Narragansett Brewing Co.; Baltimore Orioles on WITH Baltimore, with Gunther Brewing Co. as co-sponsor; Saturday afternoon reconstructions of the major league "game of the week" on three Virginia stations—WRNL Richmond, WBTM Danville, WSLS Roanoke.

What sports are to Atlantic, news is to Esso Standard Oil Co. which sponsors 12 to 24 five-minute newscasts a week year in and year out on 42 stations from Maine to the Gulf, where the sponsor's products are sold. Another major spot radio account is Mid-Continent Petroleum Corp., which spends about $300,000 a year with 50 stations in 15 states.

Other leading spot advertisers in this group include Phillips Petroleum Corp., using quarter-hour three to six times a week on 20

(Continued on page 96)

CLASS 12. GASOLINE, LUBRICANTS & FUELS

		NETWORK (Gross)	1949	$5,641,227	SPOT (Net)	1949	$5,600,000*
			1948	5,969,057		1948	2,682,000
			1939	4,275,603			
LEADING NETWORK ADVERTISERS							
Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939		
SUN OIL CO.			$1,049,984	$1,049,768	$ 656,084		
"Sunoco Three Star Extra" Hewitt, Ogilvy, Benson & Mather	Oil, Fuel Oil & Sunoco Gas	NBC-34-1¼					
TEXAS CO.			$ 677,225	$1,241,898	$ 875,418		
"Milton Berle Show" Kudner Agency	Gas & Oil	ABC-259/CBC-½ (Jan.-June)	418,542	802,848			
"Metropolitan Opera" Kudner Agency	Gas & Oil	ABC-273/CBC-to concl. (Jan.-March; Nov.-Dec.)	258,683	226,362			
GULF OIL CORP.			$ 646,806	$ 612,714	$ 426,360		
"We the People" Young & Rubicam	Gas, Oil, Lubricants, Tires	NBC-115-½ (Nov.-Dec.)	105,597				
"We the People" Young & Rubicam	All Products	CBS-126-½ (Jan.-Oct.)	541,209				
CITIES SERVICE OIL CO.			$ 613,410	$ 630,108	$ 718,282		
"Band of America" Ellington & Co.	Gas & Oil	NBC-80-½					
PURE OIL CO.			$ 609,832	$ 629,000	$ 215,423		
"Kaltenborn Edits the News," "Harkness of Washington" Leo Burnett Co.	Petroleum Products	NBC-32-1¼					
STANDARD OIL OF NEW JERSEY			$ 454,295	$ 311,300	.....		
"New York Philharmonic Symphony" Marschalk & Pratt	Institutional	CBS-163-1½ (Jan.-April)					

Source: Publishers Information Bureau

* BROADCASTING estimate

"Stay tuned to this station"
CBS
WHY? Because of such top-notch programs as Jack Benny, Lux Radio Theater, Arthur Godfrey, Edgar Bergen, Amos & Andy, Bing Crosby and other CBS programs that attract and hold radio audiences . . . KROD is the logical buy in the El Paso Southwest.
KROD
EL PASO
600
MORE DIALERS PER DOLLAR
CBS Affiliate
600 on Your Dial
5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
TAYLOR-BORROFF & CO., INC.
Reach This Rich Market
Through Your Southwestern Salesman

KYW

now

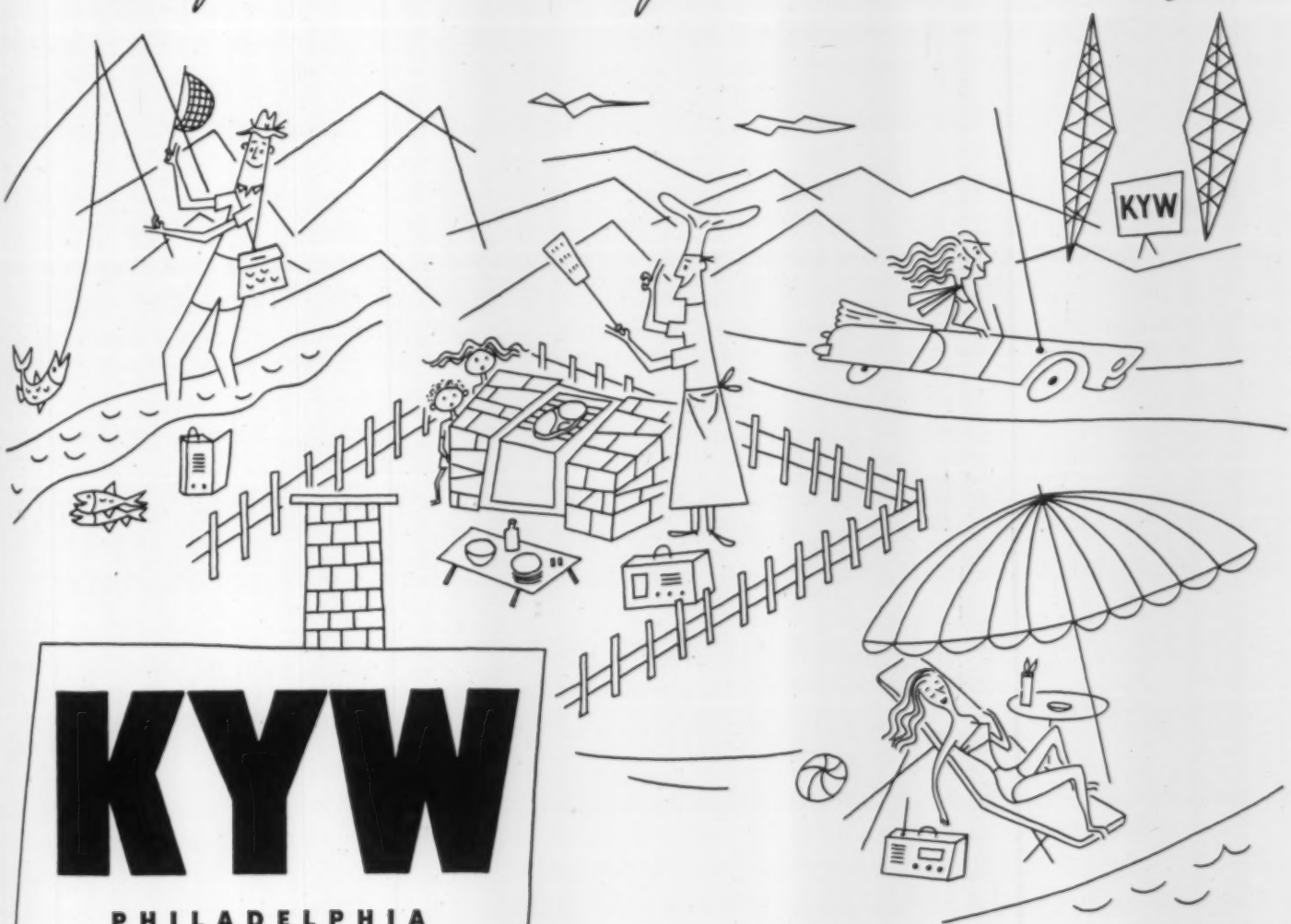
KYW

over

KYW

way... around Philadelphia's vacation market!

Extended trips to distant points
Feature some vacation cards.
But Philadelphians take their ease
Right in their own back yards!
Mountain scenery's close at hand,
So is the sandy beach;
Playspots galore, and all within
The KYW reach!
So never let the specter of
A "summer sales slump" trouble you —
Just keep promoting all year round
On Philly's KYW!



KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

P.S. New BMB figures show almost 900,000 Radio Families (nighttime) in KYW's station audience.

Gasoline

(Continued from page 94)

stations and weekly half-hours on two; Shell Oil Co., with 5-, 10- and 15-minute spots three to 12 times a week on 44 stations; Standard Oil Co. of Indiana using programs, mainly quarter-hours, six times a week, on 28 stations; Texas Co., using five to 17 quarter-hour programs a week on 20 stations.

Many football broadcasts throughout the nation last fall advertised various brands of gasolines and motor oils. Sponsors of gridiron broadcasts included Atlantic Refining Corp., Tide Water Associated Oil Co., using Don Lee Network and individual stations as well as CBS Pacific, Amoco Dealers, Cities Service Co., Ethyl Corp., Sinclair Dealers, Standard Oil of Indiana, with a schedule including games of the universities of Colorado, Michigan, Iowa, Minnesota and Nebraska, as well as the games of the Chicago Bears, pro football team, and Standard Oil of Ohio.

Union Oil Co. in February launched a $200,000 52-week spot campaign, using eight to 10 chainbreaks a week on 45 stations in 26 Western states. In March, Pan-X Co. began a six-month national spot campaign in 20 major markets for its new liquid cooking agent. Phillips Petroleum Co. is considering a spot campaign to augment its new *Rex Allen Show* on CBS.

Many local gas and oil dealers and dealer groups use radio programs and announcements for their products, currently including some 35 sponsors of local broadcasts of network co-op shows.

Class 13: .... Horticulture

FERRY-MORSE SEED CO. resumed sponsorship of *Garden Gate* on CBS on Jan. 21 for an 18-week campaign, ensuring this category an entry in its 1950 table of national network advertisers.

A second network entry appeared in March, when California Spray Chemical Co. extended its *Gillespie Garden Guide* from KFRC San Francisco to the full Don Lee Network under a 13-week contract for three quarter-hours a week.

United Florists Trade Assn. resumed radio activity in February, using eight announcements a week on WCBS New York.

Most advertising of flowers, seeds and plants is on the local level. A limited number of florists and nurseries use network co-op programs and seven advertisers in this group are among the users of Transit Radio facilities.

CLASS 13. HORTICULTURE

	NETWORK (Gross)	1949	$97,642	SPOT (Net)	1949	$ 224,000*
		1948	98,946		1948	446,000
		1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
FERRY-MORSE SEED CO.			$ 97,642	$ 98,946	.....
"Garden Gate" MacManus, John & Adams	Seeds	CBS-32-¼ (Feb.-May; Sept.-Oct.)			

Source: Publishers Information Bureau

* BROADCASTING estimate

SOUTH FLORIDA'S Fastest growing independent

WMBM

4th ON THE DIAL foremost...

in RESULTS for your Advertising dollar

compare...

STATION "A" Price for ¼ hr. Class "A" Time (Yearly Rate) . . . $39.20

STATION "B" Price for ¼ hr. Class "A" Time (Yearly Rate) . . . $51.00

STATION "C" Price for ¼ hr. Class "A" Time (Yearly Rate) . . . $42.00

WMBM Price for ¼ hr. Class "A" Time $13.00

National Representatives: William G. Rambeau Co., Chicago

Class 14: .... Household Equip.

BACK TO SELLING is the theme of the electric appliance industry for 1950, C. T. Lawson, president, National Electrical Manufacturers Assn., stated in his year-end message. He noted that despite a general business recession early in 1949 and coal and steel strikes later last year, the year's production of the electrical manufacturing industry had totaled $7 billion, compared with $7.75 billion in 1948, best peacetime year on record. More than four million electric refrigerators, three million washing machines and nearly three million vacuum cleaners, more than a million electric ranges, plus millions of electric irons, toasters and other appliances were sold during the year.

Reports on the first quarter of 1950 indicate that this year may be better than last for the electric appliances which make up the larger part of this class. Philco reports air conditioner sales in the first three months of 1950 topping the like period of 1949 by 50%; sales of Lewyt vacuum cleaners for the quarter were more than double those in the first quarter of last year. Spokesmen of the major manufacturers in this field are unanimous that the 1950 outlook is good, but they also agree that it will take strong selling, backed up by strong merchandising and advertising programs, to keep sales at their present high level.

That's good news for radio, for this class of manufacturer has always been a major user of time on the air. Last year this group ranked third in its purchase of network time among the 28 product classifications, accounting for 12.6% of all network time purchases. This class also makes use of a lot of stations on a spot or local basis, with many appliance dealers and dealer associations running year-round radio cam-

(Continued on page 98)

CLASS 14. HOUSEHOLD EQUIPMENT & SUPPLIES

	NETWORK (Gross)	1949	$6,118,005	SPOT (Net)	1949	$3,584,000*
		1948	8,628,906		1948	1,998,000
		1939				

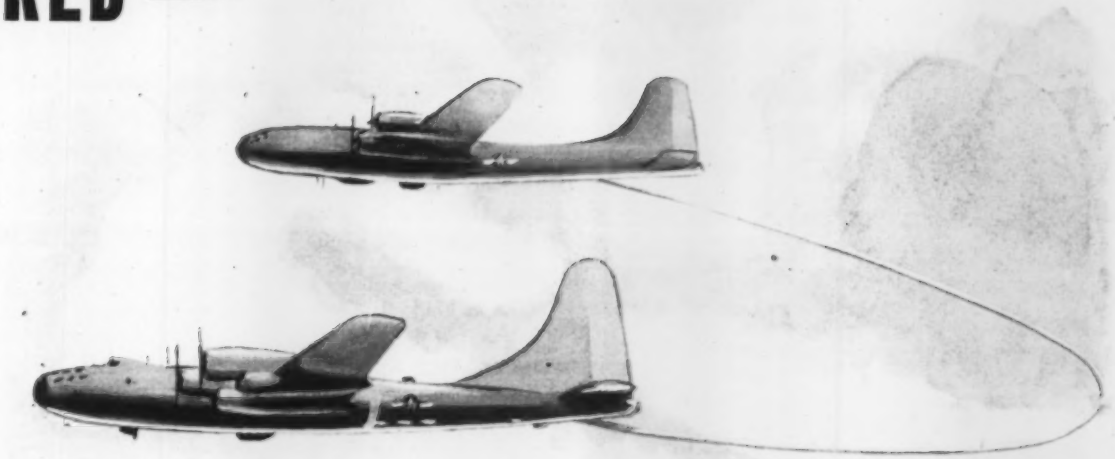
LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
GENERAL ELECTRIC CO.			$1,624,324	$3,283,378	$ 367,629
"The Man Who Came to Dinner" Maxon & Co.	Any or all Products	CBS-175-1 (1 time)	19,814		
"G. E. Houseparty" Young & Rubicam	Household Appliances	ABC-265-2½ (Jan.-July)	997,168	1,826,896	
"Fred Waring" BBDO	Institutional	NBC-163-½ (Jan.-Sept.)	627,342	783,084	
PHILCO CORP.			$1,592,875	$1,526,203	.....
"Breakfast Club" Hutchins Adv.	Refrigerators, Air Conditioning Units, Freezers, Television Receivers & Radios	ABC-278-11¼			
WESTINGHOUSE ELECTRIC CORP.			$ 903,997	$1,318,029	$ 94,822
"Ted Malone" McCann-Erickson	Laundromats, Refrigerators, Ranges, Irons, etc.	ABC-228-25 min. (Jan.-June; Sept.-Dec.)			
SEEMAN BROTHERS INC.			$ 675,195	$ 630,525	.....
"Tomorrow's Headlines" William H. Weintraub Co.	Air Wick	ABC-126-¼ (Jan.)	13,688	165,883	
"Monday Morning Headlines" William H. Weintraub Co.	Air Wick	ABC-257-¼	523,472	464,642	
"Allan Jackson and the News" William H. Weintraub Co.	Air Wick	CBS-164-5 min.	138,035		
NASH-KELVINATOR CORP.			$ 492,976	$ 689,199	.....
"The Human Side of the News" Geyer, Newell & Ganger	Refrigerators, Ranges & Home Freezers	ABC-137-25 min. (Jan.-June)			
GENERAL MOTORS CORP.			$ 442,908	$ 800,779	.....
"Lum 'n' Abner" Foote, Cone & Belding	Refrigerators	CBS-164-½ (Jan.-June)			

Source: Publishers Information Bureau

* BROADCASTING estimate

YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT . . .

YOU NEED WKZO-WJEF TO REALLY BOMBARD WESTERN MICHIGAN!

If you really want "air-coverage" of Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids are by long odds the best "weapons" you can use.

First, BMB and mail-pull figures prove that both these CBS stations deliver exceptionally large rural audiences throughout the rich Western part of the State.

Second, Hoopers prove the superiority of WKZO-WJEF within Kalamazoo and Grand Rapids. Latest figures show that WKZO tops all other stations in its area with a 58.8% Share of Audience and WJEF is first among eight Grand Rapids stations with 26.9% (Total Rated Periods, Jan.—Feb. '50).

While delivering about 66.1% more listeners than the next-best two-station choice in the area, WKZO-WJEF are available at a cost that's 20% less than the next-best combination!

Get all the facts about WKZO-WJEF. You'll be glad you did!

**The United States Air Force did it in February, 1949.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Household Equip.

(Continued from page 96)

paigns in their service areas.

Network sponsors in this class last year, in addition to those shown in the table, were: Club Aluminum Products Co. (household utensils), sponsoring *Club Time*, a daytime quarter-hour a week on ABC (spending $143,352 for time at gross rates); Modglin Co. (Perma brooms), *Meet the Missus*, weekly quarter-hour on CBS Pacific January-March ($7,997); Radio Offer Co., pre-Christmas campaign for its plastic products and toys, using a schedule on ABC that began with a weekly quarter-hour in September, William Lang show, and built up to 2¾ hours a week in December, *Romantic Song Shop, Pick a Date, Shoppers Special* ($78,928); Servel Inc. (gas refrigerators), *What's My Name?*, ABC Saturday half-hour February-July ($130,544); Stanley Home Products (Kitchen Equipment), two one-timers on ABC, Choral Festival in May and Boys' Town Choir in December ($130,544).

Philco's *Breakfast Club* and Seeman Brothers' two news shows are continuing on the networks, but Westinghouse has discontinued Ted Malone's five-minute program across the board on ABC. Company is considering using him at another time, however, probably on the same network. GE's Hotpoint Division is planning another special program on Mother's Day (May 14) on CBS 5-6 p.m. Gulf Oil Corp. planning a summer campaign for Gulfspray insecticide, will reportedly sponsor the *Lanny Ross Show* on MBS five noontime half-hours a week, starting in May.

Hudson Pulp & Paper Co. advertises its paper napkins with announcements on Yankee Network participating programs, programs and announcements on other Eastern stations, using 36 in all; McCormick & Co. (Bee Brand insect powder) started an announcement campaign in Southern markets April 1; Modglin Co. advertising to be handled by Compton Adv. after June 1 and company may use radio this summer; O'Keefe & Merritt Co. (gas ranges) uses spots on year-round basis on some 30 stations in California; Socony-Vacuum Oil Co. promotes Bug-a-Boo insecticide as well as Mobilgas and Mobiloil on six stations, using from three to 26 programs a week per station; Southern Appliances Inc. uses stations in North and South Carolina; Standard Vacuum Cleaner Co. uses stations in Northern California.

General Electric Co. has arranged for announcements for electric fans, to be broadcast by more than 80 stations on the third day of the first protracted heat wave in each area. GE distributors and dealers are heavy users of radio time for appliance advertising on a local or regional basis throughout the country, both independently and in cooperation with the parent company.

Nineteen Hundred Corp. (Kenway appliances), American Coolair Corp. (ventilating fans), Carrier Corp. (air conditioners, food freezers, etc.), Lesson Steel Products (Presteline Home Appliances), A. O. Smith Corp. (water heaters) and York-Shipley Inc. (heating equipment) are among the appliance companies currently offering to share the cost of radio advertising of their products with dealers and distributors who buy time in their trade areas.

Heavy users of local radio time, more than 50 appliance dealers sponsor network co-op shows in their communities and 16 use Transit Radio facilities.

Class 15:.... Furnishings

CLASS 15. HOUSEHOLD FURNISHINGS

	NETWORK (Gross)	1949	$ 903,648	SPOT (Net)	1949	$1,232,000*
		1948	1,331,640		1948	1,532,000
		1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
ARMSTRONG CORK CO. "Theatre of Today" BBDO	All Products	CBS-166-½	$ 455,638	$ 429,779	.....
INTERNATIONAL SILVER CO. "Adventures of Ozzie & Harriet" Young & Rubicam	International Silver	CBS-149-½ (April-July)	$ 422,408 221,889	$ 853,074	$ 235,244
"Ozzie & Harriet" Young & Rubicam	Sterling Silver, Silverplate	NBC-156/CBC-½ (Jan.-March)	200,519		
SEALY INC "Charles Collingwood, News" (Eff. Jan. 15) "Chet Huntley, News" Alvin Wilder Adv.	All Products and Mattresses	CBS-8-¾	$ 25,602	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

THE LOCAL DEALER is the big advertiser in the home furnishing field, in radio as in other media. This class of advertisers at present includes only two network clients, a very few spot accounts, but more than 125 sponsors of network co-op shows on local stations and 21 users of Transit Radio time, indicating that the total number of furniture dealers using radio probably runs into the thousands.

Armstrong Cork Co. continues its *Theatre of Today* on CBS and Sealy Inc. its newscast on a CBS Pacific hookup to make up the network complement of home furnishings advertising. Sealy this month will start a spot campaign for its new orthopedic mattress, with announcements and station breaks to be released to 29 factories for sponsorship in their territories.

Pequot Mills started participations in *Housewives Protective League* the day after Christmas on CBS stations in New York, Chicago, Los Angeles and San Francisco, plus a quarter-hour news program on WHO Des Moines and participations on WTIC Hartford. Company may use an expanded spot campaign for June bride promotion. F. Schumacher & Co. has been using announcements on two New York stations for Waverly home-furnishing fabrics.

America's Oldest Farm Service Program
POINTS to its Record
See WLS Dinner Bell's 2-Page Record in this issue
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

MASS HYSTERIA DEFENSE

Radio Best Weapon in Emergency, Says Karst

MOBILIZATION of all communications, particularly transit radio and other elements of broadcasting, would constitute the "best defense" against mass hysteria in times of emergency, Rep. Raymond W. Karst (D-Mo.) told House colleagues March 31.

Simultaneously he took occasion to praise the *Union Labor Advocate*, and AFL organ, for its story pointing out the useful purpose which transit radio can serve in civil defense planning. The *Advocate* had printed a survey of streetcar and bus riders indicating overwhelming approval for the radio service.

Citing the famed Orson Welles "men from Mars" show some years ago, Rep. Karst noted feeling of many Senate members that mass hysteria could do more damage to America's war-making potential than bombs dropped in an atomic attack. "Only through communications can people be warned and fears dispelled," he added.

Concerning the labor poll, officials of the Electrical Workers Local No. 1 (AFL) thought the "present newspaper uproar over the merits of transit radio . . . not only rather silly but not in accord with the opinion and feelings of the riding public," according to the *Advocate*.

Frank W. Jacobs, EW business manager, pointed out that transit radio can serve to discount "possible false rumors" and advise the public promptly of major happenings. He characterized the scattered attacks on the service as a "tempest in a teapot—a cracked pot, at that," according to the *Advocate*.

FCC Office Move

ENTIRE FCC Office of Chief Accountant has been moved from quarters in temporary buildings in Washington and relocated in the New Post Office Bldg. there, the Commission headquarters. Employes presently engaged in broadcast accounting, economic and statistical work are to remain under William J. Norfleet, chief accountant, until reassigned under FCC's proposed functional realignment of operation.

You can read this letter in 30 seconds

HUBER HOGE AND SONS

ADVERTISING
MERCHANDISING
PUBLICITY **

New York City #21
489 MADISON AVE.—TRAFALGAR 9-0800

February 20, 1950

Mr. Ed. Gerken
WGN, Inc.
220 E. 42 St.
New York City

Dear Ed:

The time has come to congratulate WGN for the sterling job the station has done for many of our clients during the past few years.

Recently, for one of our clients, we offered a book costing $2.95. WGN pulled over 1200 orders from one broadcast or about $3600 worth of business---at an advertising cost of about 16¢ per order! This is a phenomenal record and the station deserves to be congratulated for such a very fine job.

You may rest assured that there is never any hesitation in recommending WGN to any client as one of the top stations in the country in view of the vast audience potential and proven selling power witnessed by us.

Cordially,

Lucille Dreher

Lucille Dreher
HUBER HOGE & SONS

LD:mm

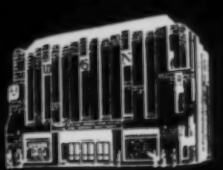
Need we say more?

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Class 16: .... Industrial Materials

TWO INSTITUTIONAL campaigns—U. S. Steel's sponsorship of *Theatre Guild on the Air* and duPont's sponsorship of *Cavalcade of America*—in 1949 as in previous years made up practically all of the use of radio time by members of this class. Largely because of U. S. Steel's summer series in place of its usual summer hiatus, network time sales to this group rose nearly 25% last year. Inland Steel's one-time broadcast on the steel strike is not likely to be repeated.

The only other advertising from this group on the air is Union Carbide & Carbon Corp., which in February began using announcements for its bakelite division on KMA Shenandoah, Iowa, and two dealer cooperative announcement campaigns announced by Truscon Steel Co. and Wisconsin Motor Corp.

CLASS 16. INDUSTRIAL MATERIALS

NETWORK (Gross)	1949	$2,174,673		SPOT (Net)	1949	$ 112,000*
	1948	1,747,826			1948	
	1939					

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per week	1949	1948	1939
U. S. STEEL CORP.			$1,452,089	$1,052,090	.....
"Theatre Guild On the Air" BBDO	Institutional	ABC-260-1 (Jan.-June) (Aug.-Dec.)	670,775		
"NBC Summer Symphony" (Eff. Sept. 11) "Theatre Guild on the Air" BBDO	Institutional	NBC-165-1 (June-Dec.)	781,314		
dU PONT de NEMOURS, E. I., & CO., INC. "Cavalcade of America" BBDO	Institutional	NBC-152-½ (Jan.-June) (Aug.-Dec.	$ 710,820	$ 695,736	$ 196,620
INLAND STEEL CO. "The Steel Strike" Hill & Knowlton	Institutional	ABC-266-¼ (1 time)	$ 11,764	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 17: .... Insurance

"PURCHASE of new life insurance by American families were $23,610,000,000 in 1949—a record volume for the fourth consecutive year. In the four years since the end of the war, total purchases have exceeded $90 billion—as much as the purchases of the eight previous years," Holgar J. Johnson, president, Institute of Life Insurance, reports in a statement for this issue of BROADCASTING.

"As a result of this sustained pace of additions to life insurance programs, American families owned a record $213,400,000,000 of life insurance at the end of 1949. This is just twice the total owned only 12 years before — meaning that as much has been added in these 12 years as was built up in the preceding 100 years.

"Four out of five families now own life insurance—with an average of more than four policies per family. There are now 191 million policies owned in the U. S.

"In spite of the large volume of life insurance outstanding today and the widespread ownership of it, there is still room for material further growth—evidenced by the average ownership per family of only about $6,000," Mr. Johnson states. "In view of this, it is probable that the coming year will see a still further expansion of life insurance, with new peaks attained. Furthermore, this growth may well be expected to continue for some years to come."

Insurance advertising on the national networks has not kept pace with the volume of insurance business. On the contrary, it dropped by about 10% last year and seems slated for a further decline in 1950, Prudential having discontinued its *Family of Stars* the end of February. California Medical Assn.'s *California Caravan* is now broadcast on Don Lee for a half-hour each Sunday.

The *Jack Berch Show*, *This Is Your FBI* and Metropolitan's network newscasts continue, with Metropolitan also continuing a heavy schedule of news and an-

(Continued on page 102)

CLASS 17. INSURANCE

NETWORK (Gross)	1949	$3,737,682		SPOT (Net)	1949	$1,344,000*
	1948	4,238,745			1948	412,000
	1939					

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PRUDENTIAL INSURANCE CO. OF AMERICA			$1,956,359	$1,942,416	$ 414,330
"Jack Berch Show" Benton & Bowles	Insurance	NBC-137-1¼	1,378,695	1,373,426	
"The Prudential Family Hour of Stars" Benton & Bowles	Insurance	CBS-149-½	577,664	568,990	
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.	Insurance		$ 909,193	$ 876,747	.....
"This Is Your FBI" Warwick & Legler	Insurance	ABC-276-½			
METROPOLITAN LIFE INSURANCE CO. "Eric Sevareid-News", "Dave Vaile" (West Coast) Young & Rubicam	Institutional	CBS-22-1¼	$ 478,140	$ 471,543	$ 70,240
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA			$ 373,394	$ 728,733	.....
"Mayor of the Town" Ruthrauff & Ryan	Insurance	MBS-453-25 min. (Jan.-July)			
CALIFORNIA MEDICAL ASS'N. "California Caravan" Blackwood-Shakleford	Insurance, Hospitalization & Physicians' Service	ABC-11-½ (Jan.-July)	$ 20,596	$ 32,688	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Available!
Play-by-Play
MAJOR LEAGUE
BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM
for Rural Kansas
Programmed by KMBC
From Kansas City

THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
PORTLAND OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Advertising Stays... Where It Pays!

10 Years Or More For 1 Out Of 4

A check of WNAX non-network accounts for January, 1950, showed that 27% of these advertisers were using WNAX in 1940. Blue chip business, this 27% of our list accounted for 39% of our total billings.

Advertisers who demand results renew their WNAX schedules year after year because they consistently get a greater return on each advertising dollar invested in Big Aggie Land.

A *major market*, Big Aggie Land embraces Minnesota, the Dakotas, Nebraska and Iowa; the world's richest agricultural area . . . served *only* by WNAX.

In 1948, folks in Big Aggie Land enjoyed a buying income of $4,547,025,000.00 — greater than Los Angeles, Philadelphia, or Washington, D.C. Retail sales in Big Aggie Land total $3,397,461,000.00 — greater than San Francisco, Detroit or St. Louis.*

Convert your SALES POTENTIAL into SALES RESULTS. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.

Insurance

(Continued from page 100)

nouncements on 30 stations in addition.

Other recent insurance advertising on the air includes broadcasts of the U. of Minnesota's basketball games on KDHL Faribault, Minn., sponsored by Federated Mutual Insurance Co.; a *Student Forum for Society* contest on three North Carolina stations sponsored by American Mutual Liability Insurance Co. of Boston; Prudential's weekly 15-minute program on WNJR Newark, and W. A. Alexander Co.'s quarter-hour a week on WGN Chicago.

At the local level, some 35 insurance companies or brokers sponsored local broadcasts of network co-op programs, with seven insurance advertisers using Transit Radio facilities.

Class 18: . . . . Jewelry

MAJOR WATCH manufacturers, whose purchase of spot radio time —chiefly station breaks for time signals—makes up most of radio's revenue from the jewelry trade, will continue their radio operations this year on about the same level as last, according to indications in the early months of 1950.

Bulova's 1950 budget calls for an expenditure of some $4 million for radio and TV time, $500,000 more than last year.

Benrus expects to spend about $1 million for radio, slightly less than in 1949. Gruen plans to continue radio in major market on about last year's level. Waltham, forced to shut down when its funds were halted by the Reconstruction Finance Corp. which loaned the company some $3.8 million last year, is presenting its new reorganization plans to a Federal Court in Boston this week and expects to resume its use of radio on an expanded basis as soon as it gets production of watches under way again.

The distribution of GI insurance dividends is expected to boom sales of all types of jewelry and if Congress should repeal the wartime excise taxes on this merchandise the industry would receive a further boon which it may be expected to promote with increased advertising expenditures all down the line.

Programs Have Changed

The network programs of this group have undergone a good many changes since the end of the year. Waltham Watch Co., only network account of this group not listed in the table, started *Share the Wealth* as a 25-minute Monday evening series on ABC in October, spending $48,813 for time to the end of the year, but was forced to cancel the program in January by reorganization difficulties.

Longines-Wittnauer Watch Co. discontinued its two CBS Sunday afternoon half-hour programs—*Symphonette* and *The Choraliers*—in December, but reinstated them to the same network on the same day, as of yesterday (April 16). Helbros Watch Co., which last fall resumed sponsorship of *Quick as a Flash* on Mutual after a summer hiatus, at the end of December shifted from that program and network to *Richard Diamond, Private Detective* on NBC. Helbros' plan had been to sponsor this program during the spring, lay off for the summer and return in the fall, but it cancelled those plans when it learned that NBC had sold the program to Rexall Drug Co. for the summer months. Expected back in network radio shortly, Helbros in January contracted for 35,000 announcements a year—just under 100 a day — on XELO Juarez, Mexico.

Speidel Corp. and Bruner-Ritter Inc. are continuing their Sunday evening programs on ABC for their respective brands of watchbands, Speidel sponsoring 15 minutes of *Stop the Music* and Bruner-Ritter sponsoring the half-hour *Chance of a Lifetime*. Gruen Watch Co. is out of network radio at the moment, having dropped sponsorship of NBC's *Hollywood Calling* at the end of the Christmas buying season. Revere Camera Co. in February withdrew its sponsorship of *A Date With Judy* on ABC.

"The retailer absorbs the major part of the cost of advertising," BAB pointed out in its recent report on the jewelry trade and its advertising practices, which notes that "most silverware and watch manufacturers allow a dealer discount of 40% with an additional 10% allowance for advertising.

"Today, the average cash jeweler spends from 3% to 4% of his gross sales on advertising," BAB reported. "The credit jeweler's appropriation runs as high as 9% but averages about 5.5%." BAB noted that this 5.5% is divided as follows: 3.70% of gross sales goes for newspaper advertising, 2.24% for direct mail, 1.72% for miscellaneous advertising and only 0.92% for radio.

A moderate amount of local advertising for jewelry and allied products is indicated by the current sponsorship of network co-op shows by about 30 dealers in such merchandise. This class also accounts for more than 20 advertisers on Transit Radio in the various cities served by this medium.

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS

	NETWORK (Gross)	1949	$2,789,721	SPOT (Net)	1949	$4,592,000*
		1948	1,201,942		1948	2,530,000
		1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
LONGINES-WITTNAUER WATCH CO.					
"Festival of Music" (Eff. Mar. 13)	Longines Watches	CBS-165-½	$ 935,248	$ 163,670	.....
"Symphonette"			480,247	152,218	
Victor A. Bennett Co.					
"Festival of Song" (Eff. Mar. 13)	Wittnauer Watches	CBS-169-½	490,276	11,452	
"Choraliers"					
Victor A. Bennett Co.					
"Thanksgiving Festival"	Watches	CBS-164-1 (1 time)	14,725		
Victor A. Bennett Co.					
SPEIDEL CORP.					
"Stop the Music"	Wristwatch Bands and other Speidel Products	ABC-198-¼	$ 519,469	$ 262,269	.....
Cecil & Presby					
HELBROS WATCH CO.					
"Quick as a Flash"	Helbros Watches	MBS-408-25min.	$ 363,093	$ 478,002	.....
Dorland Inc.					
REVERE CAMERA CO.					
"The Jo Stafford Show" (Eff. May 12)	Movie Cameras, Projectors & Accessories	ABC-76-½	$ 355,238	$ 242,651	.....
"Name the Movie" (Eff. Nov. 10)					
"A Date with Judy"					
Roche, Williams & Cleary					
BRUNER-RITTER					
"Chance of a Lifetime"	Watch Bands	ABC-202-½ (Sept.-Dec.)	$ 266,760	.....	.....
Raymond Spector Co.					
GRUEN WATCH CO.					
"Hollywood Calling"	Watches	NBC-163-½ (Sept.-Dec.)	$ 251,100	.....	.....
Grey Adv.					

Source: Publishers Information Bureau

* BROADCASTING estimate

NAB By-Laws Amended

AMENDMENT to the NAB by-laws permitting the president to make employment contracts for staff personnel up to periods of three years, with board approval, has been approved by the membership. Heretofore contracts had been limited by the by-laws to one-year periods. Of a total of 851 votes, 819 were in favor with 22 opposed. Ten ballots were void. At its February meeting the board had approved the referendum proposal.

for a better-than-ever BUY
IN OHIO'S THIRD MARKET
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

WOW HAS 100,000 MORE LISTENING FAMILIES EVERY DAY AND EVERY NIGHT THAN THE SECOND STATION IN

"...This Richest Part of God's Great Big Green World...!"

BMB NO. 2. SPRING, 1949

THE new Broadcast Measurement Bureau Survey proves that WOW audience has grown steadily with the rich area it serves.

WOW's audience is up about 9% since 1946, this despite 130 NEW stations in WOW-Land states in that three years.

The new BMB study gives the FIRST and ONLY direct competitive comparisons of the complete audiences of WOW-Land stations.

If you haven't a copy already, write today for the complete new BMB Survey, with maps, and supporting data.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
WOW-TV Channel Six
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

LESS THAN 20% OF THE WOW AUDIENCE IS RATED BY THE OMAHA CITY HOOPER RATINGS

Class 19: . . . . Office Equipment

NETWORK advertising of office equipment, stationery and writing materials has fallen off badly the past two years. In 1947 gross network time sales to this group were $4,230,989. In 1948 they declined to $2,317,072 and last year fell off still further, to $1,413,696. Both of last year's network clients from this class have continued their programs into the current year.

In the spot field the picture is no more cheerful. Jos. Dixon Crucible Co., advertising for Dixon Ticonderoga Pencils, is the only account from this class reported by Rorabaugh as active in February, using announcements on three stations, compared with 15 stations the year before at that time.

At the local level, a dozen stationers and office supply concerns sponsor network co-op shows and five such concerns use Transit Radio.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES

		NETWORK (Gross)	1949	$1,413,696	SPOT (Net) 1949	$ *
			1948	2,317,072	1948	992,000
			1939			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
EVERSHARP INC.			$ 764,166	$ 849,424	.....
"Take It or Leave It" Biow Co.	Pens & Pencils	NBC-165-½ (Jan.-July; Sept.-Dec.)			
HALL BROTHERS INC.			$ 649,530	$ 843,801	.....
"Hallmark Playhouse" Foote, Cone & Belding	Hallmark Greeting Cards	CBS-159-½ (Jan.-June; Sept.-Dec.)			

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 20: . . . Publishing & Media

THE PUBLISHING industry, never a major user of radio time in its advertising, showed no signs of becoming one during 1949. Network billings of this group, which had declined 33% from 1947 to 1948, fell 37% in 1949. The ABC quarter-hour weekly program for *Christian Science Monitor* was the only network program in this class which continued through the complete year.

William H. Wise Co. during 1949 ran a number of network campaigns for *Handy Man* and *How To Get More Out of Life* and is currently promoting the latter volume with Saturday and Sunday afternoon half-hours on CBS and a Sunday evening quarter-hour on ABC. Doubleday & Co. embarked on extensive network advertising for a number of its books during the fall on short-time contracts with frequent changes of the books advertised. Currently Doubleday has two consecutive 15-minute programs on NBC Sunday afternoon and another pair of back-to-back quarter-hours on CBS, also Sunday afternoons. A similar two-program 30-minute series on ABC was broadcast following that network's opera programs on Saturdays and ended with the conclusion of the 1949-50 opera season.

CLASS 20. PUBLISHING AND MEDIA

		NETWORK (Gross)	1949	$ 911,814	SPOT (Net) 1949	$2,016,000*
			1948	1,450,097	1948	595,000
			1939	296,193		

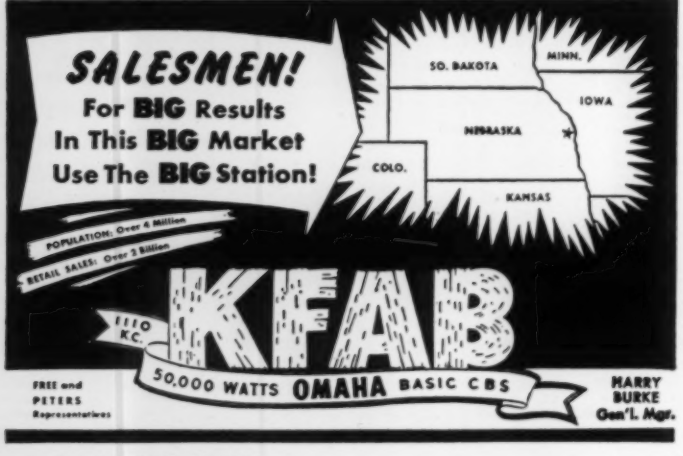
LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
CHRISTIAN SCIENCE PUB. CO.			$ 324,448	$ 309,938	.....
"The Christian Science Monitor Views the News" H. B. Humphrey Co.	Newspaper	ABC-80-¼			
WILLIAM H. WISE CO.			$ 256,947	$ 17,800	.....
"How to Get More Out of Life" Thwing & Altman	Books	ABC-109-¾ (Jan.-April)	160,587		
"How To Get More Out of Life" Thwing & Altman	Books	CBS-55-¼ (Jan.-April)	36,813		
"Handy Man" Thwing & Altman	Books	CBS-55-¼ (Jan.-April)	36,813		
"How To Get More Out of Life" Thwing & Altman	Books	CBS-25-¼ (March-April)** (Nov.-Dec.)	22,734		
DOUBLEDAY & CO. INC.			$ 217,924	$ 36,022	.....
"The Doubleday Music Shop" "The Family Quiz Club" "Pick a Date" Huber Hoge & Son	Books	ABC-58-¼ (Oct. 13, Nov. 29 Dec.) (Oct. 20, Nov. 3) (Nov. 29, 30)	20,910		
"Jacques Fray" Huber Hoge & Son	Books	ABC-60-27min. (1 Time)	4,085		
"John B. Kennedy" (Eff. Sept. 25) "Sidney Walton, News" (Eff. Nov. 6) "Sidney Walton" "Quiz Club" Huber Hoge & Son	Books	MBS-60-½ (Jan.-May) (Sept.-Dec.)	99,239		
"Quiz Club" Huber Hoge & Son	Books	MBS-60-1¼ (March-April) (Sept.-Oct.)	93,690		
GREYSTONE PRESS			$ 112,495	.....	.....
"Mrs. Fix-It" H. B. Humphrey Co.	Publishers	ABC-61-¼ (Sept.-Oct.)	23,992		
"Mr. Fix-It" H. B. Humphrey Co.	Publishers	MBS-67-¼ (June-Aug.)	41,729		
"Mr. Fix-It" H. B. Humphrey Co.	Publishers	NBC-34-¼ (Sept.-Dec.)	46,774		

Source: Publishers Information Bureau

** 10 Min. in March & April
15 Min. in Nov. & Dec.

* BROADCASTING estimate



Omnibook Inc., which sponsored Robert St. John in a special one-time quarter-hour on ABC March 5 as a test, may use network radio on a regular basis in addition to its extensive spot radio campaigns. Sears, Roebuck & Co. is considering a national spot campaign for *American People's Encyclopedia*, probably using dramatized announcements.

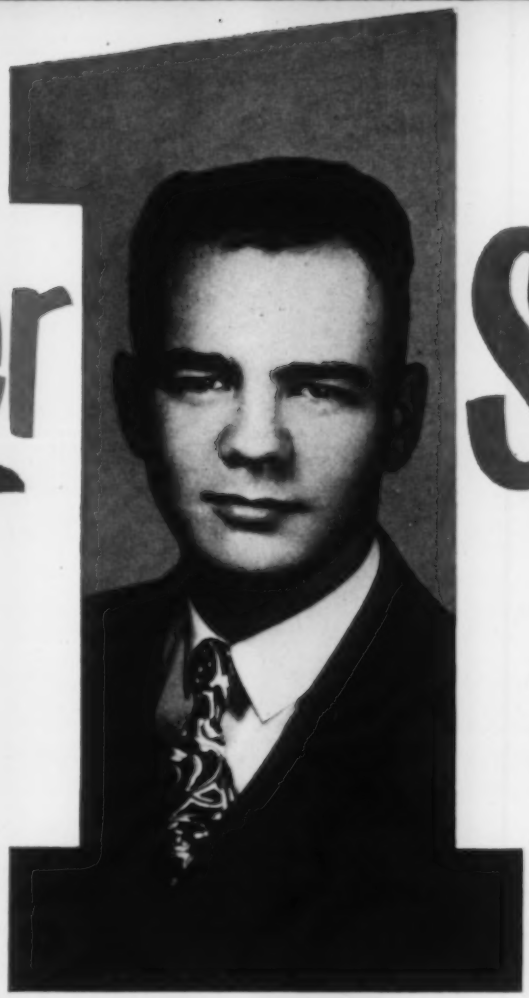
Among magazine publishers, Curtis Publishing Co. uses programs and announcements on a wide scale for *Saturday Evening Post*, *Ladies Home Journal* and *Holiday*. Announcements and participations have also been used for *Newsweek* and *Quick* in recent months and Time Inc. has been considering a spot campaign of 5-, 10- and 15-minute news programs for *Life*.

A number of newspapers use radio promotion in their localities, about 40 currently sponsoring local broadcasts of network cooperative programs, of which Mutual's *Meet the Press* is the top favorite with newspaper publishers, having 18 of them among its sponsors. Five publishers use Transit Radio facilities.

WKNA Increases Power

WKNA Charleston, W. Va., owned and operated by Joe L. Smith Inc., went on the air March 23 with increased power of 5 kw. Broadcasting on 950 kc, the ABC affiliate formerly operated on power of 1 kw.

Another 1st



FRED KENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

Is it any wonder that WJR dominates its huge market area?

MORE PROOF THAT WJR IS POWERED FOR RESULTS

Call or write your nearest PETRY office

WJR

CBS

50,000 WATTS

FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.

One Does It in Mid-America!
ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO
Kansas City's ONE and ONLY
50,000
watt station
810kc
Programmed for
Mid-America Audiences

Feature Availability

Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!

National Representative — John E. Pearson Co.

Something has been added

To The

ROSE BOWL CITY

Pasadena . . . the nation's 107th city in population, but its 3rd IN PER CAPITA INCOME . . . shows a new radio profile this spring.

Veteran 1000-watt daytimer, KWKW now has:

BETTER FREQUENCY
FULL TIME OPERATION
NEW RCA TRANSMITTER
BONUS FM AFFILIATE
NEW STUDIOS

KWKW continues to woo over 100,000 prosperous Pasadenans, plus large segments of the Greater Los Angeles market by topnotch news, music and commentary service, plus such exclusives as all-day sports news and a variety of foreign language hours.

KWKW
Pasadena—Los Angeles

Call your nearest Forjoe man for details!

P. S. When you're in Pasadena-Los Angeles area, drop out and get some sunshine and exercise on our private "Pitch and Putt" course.

Class 21: . . . . Radio

CLASS 21. RADIOS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

	NETWORK (Gross)	1949	$ 749,257	SPOT (Net)	1949	$ 560,000*
		1948	1,560,098		1948	1,421,000
		1939	860,724			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PHILCO CORP. "Bing Crosby" Hutchins Adv.	Radios	ABC-211-½ (Jan.-June)	$ 372,054	$2,234,816	.....
RADIO CORP. OF AMERICA "The RCA-Victor Show" J. Walter Thompson Co.	Radios Phonographs, Television Sets, & Records	NBC-163/CBC-½ (Jan.-May)	$ 277,209	$ 628,832	$ 635,926
INTERNATIONAL TELEPHONE & TELEGRAPH CORP. (Capehart-Farnsworth Corp.) "Metropolitan Opera Auditions of the Air" Warwick & Legler	Equipment	ABC-74-½ (Jan.-March)	$ 85,839 74,727	$ 213,362	.....
"Dicken's Christmas Carol" J. M. Mathis	Television, Radio & Phonograph Sets	MBS-458-½ (1 time)	11,112		
PACKARD-BELL CO. "CBS World News with Chet Huntley" Abbott Kimball Co.	All Products	CBS-14-¼ (Jan.-March)	$ 7,555	.....	.....
HALLICRAFTER CO. "Hollywood Quiz" Sorrenson & Co.	Television Sets	MBS-57-¼ (Dec.)	$ 6,600	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

"PRELIMINARY figures on first quarter radio and television receiver production indicate that the industry's sales are continuing at the high level of the fourth quarter of 1949, contrary to past years," Bond Geddes, executive vice president, Radio Mfrs. Assn., says in a statement to BROADCASTING.

"Total industry radio set production is running just under a million units a month, yet some dealers are experiencing shortages, particularly in radio-phonographs of the more popular brands. After a lull last summer, radio set sales recovered strongly in the fourth quarter so that the year's output rose to 11,400,000 units, about 1,400,000 above industry expectations. This year's production probably will equal that of 1949.

"TV receiver production in the first quarter likewise continued at the fourth quarter 1949 level and perhaps exceeded it. Industry estimates indicate that 4,500,000 or more television receivers will be manufactured this year, and an increasing number of these are being equipped with both AM and FM radio reception facilities.

"As manufacturers' dollar volume rises with TV set production, most set makers have increased their advertising budgets for 1950," Mr. Geddes concludes. "Many of them are using both radio and television to promote set sales. The present outlook is that the dollar volume of combined radio and TV receiver sales in 1950 will be the highest in the industry's history."

The advertising increases Mr. Geddes refers to do not show up strongly at the national level. RCA is the only radio-TV set manufacturer currently sponsoring a network program, *Screen Directors Playhouse*, Friday evening half-hour on NBC. Columbia Recording Corp. sponsors *Record Parade* on behalf of its Long Playing records for a Sunday afternoon half-hour. Those two programs make up the entire network advertising of the radio-TV-musical instrument-record group at this time.

Hallicrafter Co. discontinued *Hollywood Quiz* in March after a 13-week run on MBS, and Muntz TV, which started *Rebuttal* as a 15-minute Sunday series on Mutual early this year, has also dropped out of network advertising for the time being. Radio and TV receivers are advertised on the network programs of General Electric Co. and Westinghouse Electric Corp., which are listed under the Household Equipment class as the major part of their advertising is for home appliances.

Most of the advertising of this class is placed by dealers and distributors, either independently or in dealer groups, and a number of the manufacturers have cooperative advertising plans for sharing the cost of radio ads for their products with the dealers. General Electric Co. and Stewart-Warner Corp. are among the companies offering dealers such cooperative plans. Columbia Recording Corp. provides package script-and-record *Masterwork Hour* programs to stations for sponsorship by local record dealers. About 50 radio-TV and music stores sponsor network co-op shows locally and four use Transit Radio facilities.

Registration

(Continued from page 20)

Wilkins, Joseph P., KFBB Great Falls, Mont.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington
Willard, A. D., Jr., WGAC Augusta, Ga.
Williams, C. Earl, KFNF Shenandoah, Iowa
Williams, J. P., Transcription Sales Inc., Springfield, Ohio
Williams, Ray D., WJHL Johnson City, Tenn.
Williams, Robert Lee, WCTC New Brunswick, N. J.
Williamson, W. P., Jr., WKBN Youngstown, Ohio
Winther, Harold A., KEYD Minneapolis
Wirth, Don C., WNAM Neenah, Wis.
Wismer, Harry, WJR Detroit, Mich.
Wollenhaupt, Arthur F., WKIP Poughkeepsie, N. Y.
Wood, H. H., RCA Victor Div., New York
Woodall, Allen M., WDAK Columbus, Ga.
Woodland, William S., KSWM Joplin, Mo.
Woods, W. W., WHO Des Moines, Iowa
Wooten, Hoyt B., WREC Memphis, Tenn.
Wright, Anne, J. Walter Thompson Co., New York

Y

Young, Bernard L., KNUJ New Ulm, Minn.

Z

Ziv, Frederic W., Frederic W. Ziv Co., Cincinnati

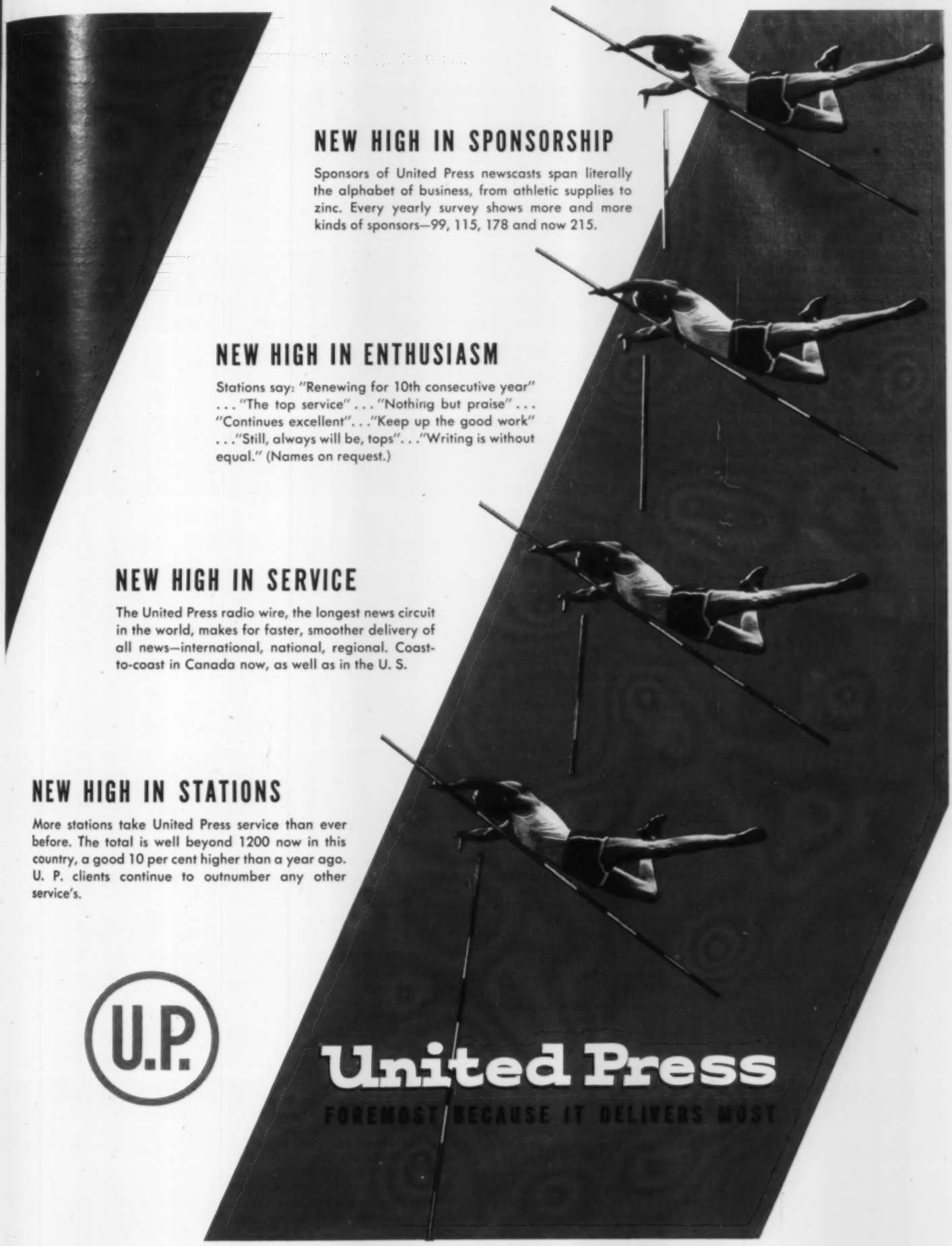
RADIO-TV ROUNDUP

Bulletin Compiled by NAB

COMPENDIUM of basic facts on radio and television has been published by the NAB Dept. of Public Affairs. Titled "Dimensions of Radio and Television," the bulletin was mailed to the membership by Robert K. Richards, public affairs director.

Based on a roundup of information covering the electronic media, the material was assembled by the NAB Research Dept. under direction of Meryl Sullivan, assistant director. The material wraps up in one package the facts about circulation, sets, time sales, and related matters. Revised versions will be issued regularly to keep the bulletin up to date.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL


NEW HIGH IN SPONSORSHIP
Sponsors of United Press newscasts span literally the alphabet of business, from athletic supplies to zinc. Every yearly survey shows more and more kinds of sponsors—99, 115, 178 and now 215.
NEW HIGH IN ENTHUSIASM
Stations say: "Renewing for 10th consecutive year" . . . "The top service" . . . "Nothing but praise" . . . "Continues excellent" . . . "Keep up the good work" . . . "Still, always will be, tops" . . . "Writing is without equal." (Names on request.)
NEW HIGH IN SERVICE
The United Press radio wire, the longest news circuit in the world, makes for faster, smoother delivery of all news—international, national, regional. Coast-to-coast in Canada now, as well as in the U. S.
NEW HIGH IN STATIONS
More stations take United Press service than ever before. The total is well beyond 1200 now in this country, a good 10 per cent higher than a year ago. U. P. clients continue to outnumber any other service's.
U.P.
United Press
FOREMOST BECAUSE IT DELIVERS MOST

Class 22: . . . Retail

"RETAIL business for 1950 appears to be nearly matching 1949's sales volume," says Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Assn., in a statement to BROADCASTING.

Last year, Mr. Abrahams continues, "it is estimated that the nation's stores did $127.9 billion. This is not much under the all-time high of 129.9 billion in 1948, but a far cry from the $42 billion in 1939.

"According to a recent survey (Feb. 20, 1950), stores are planning to spend almost as many dollars in total advertising in 1950 as they did in 1949. As usual, there are some slight variations from the previous pattern. Newspapers will probably receive a slightly reduced budget, with savings from economies going into space; window displays will probably account for less dollars as a result of further economies in display materials, while salaries remain constant. Direct mail is due for a small increase.

"Radio appears to be in for a small increase. We have finally seen the day when stores are using radio as a direct selling tool, not an institutional building medium. In other words, retailers are using radio the way they always used newspapers, to bring immediate response."

One difficulty with fitting a retail classification into a product group series such as this is deciding when a store should be classed according to the products it sells and when it should be kept out of that class and reserved for this retail category. PIB, source of the network information used in this series, lists Adam Hat Stores under the Apparel heading, but classifies Dr. Hiss Shoe Stores as retail. BROADCASTING in most cases has considered a store as fitting best into the class of merchandise advertised by it on the air, leaving for this overall retail group only department stores and other general retail institutions using radio for all lines of merchandise. This advertising is almost exclusively placed at the local level and data are not available for the application of general statistics as to the extent of radio advertising used by these stores.

It is known, however, that when all advertising placed on stations by local retailers for all products they have for sale to the consuming public—from automobiles to zithers—the total volume exceeds that of either the national radio networks or the total spot business. In other words, the American merchant is an extremely good collective customer of the American broadcaster. In 1948 radio rendered a bill to Mr. Local Advertiser of $171 million, representing 41.1% of radio's total billings to all classes of advertisers. Last year, the local advertiser's bill was up to $182 million, 42.2% of the total. This year it can well go even higher.

The two network advertisers listed in the table also used regional network time last year. First National Stores in July started the Lombardo program on New England Radio Network. Dr. Hiss Shoe Stores used Don Lee as well as ABC, continuing to use both into 1950.

CLASS 22. RETAIL STORES

NETWORK (Gross)	1949	$40,632	
	1948		
	1939		
SPOT (Net)	1949	$4,144,000*	
	1948	4,498,000	

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
FIRST NATIONAL STORES INC. "Guy Lombardo Show" John C. Dowd	Food Products and Institutional Advertising	ABC-19-½ (Jan.-July)	$ 38,472	$ 71,448	.....
DR. HISS SHOE STORES "Flying Feet" Honig-Cooper Co.	Shoe	ABC-5½ (Dec.)	$ 2,160	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 23: . . . Smoking

CIGARETTE consumption in the United States will this year just about equal the 1949 all-time high of 352 billion cigarettes, roughly 117 packs for every U. S. inhabitant—man, woman and child—according to the Dept. of Agriculture. Backing up that prediction, the Bureau of Internal Revenue reported that in February the production of cigarettes was up approximately 1% over the same month of last year.

That's good news for broadcasters as well as tobacco men. Increased production and sales means increased advertising and with this group increased advertising usually means increased use of radio. Network time for advertising smoking materials, including cigars, pipe tobacco and lighters but mostly cigarettes, rose 16.5% in 1949 over 1948, following a 12.5% increase in network time sales to this group in 1948 over 1947.

Network advertisers in this class last year, in addition to those shown in the table, were: Bayuk Cigars Inc. (Phillies), sponsoring *Inside of Sports* on Mutual five quarter-hours a week January-September (with gross time purchases of $919,124); Bloch Brothers Tobacco Co. (Mail Pouch tobacco) sponsored *Fishing and Hunting Club of the Air* 25 minutes a week on MBS ($370,421); Brown & Williamson Tobacco Corp. (Raleigh cigarettes) sponsored *People Are Funny* for a Tuesday night half-hour on NBC, with *Life in Your Hands* as a summer replacement, and in the fall added a Saturday morning broadcast of this program to its NBC schedule ($899,910); Wally Frank Ltd. last November used two broadcasts on Mutual of a 15-minute program, *Profiles in the News*, for its line of pipes ($4,904); U. S. Tobacco Co. advertised its tobaccos with *Take a Number*, Saturday half-hour on MBS January-July ($444,601), in March started *Man Next Door*, at the same time on about 100 stations which previously carried *Take a Number*, continued *Man Next Door* after *Take a Number* was dropped ($36,753) and in August started *Martin Kane, Private Eye* as a Sunday half-hour, also on Mutual ($207,163).

Liggett & Myers

Since the first of the year, Liggett & Myers (Chesterfield) has added a Saturday night half-hour on CBS, *Arthur Godfrey Digest*, a transcribed program of the high spots of his morning shows during the week on CBS of which Chesterfield also uses a daily half-hour. P. Lorillard Co. has started *Dr. I. Q.* as a Wednesday evening half-hour on ABC for Embassy cigarettes and has cut its portion of *Stop the Music* on ABC from 30 to 15 minutes for Old Gold cigarettes. American Tobacco Co. has dropped *Leave It to Joan* on CBS for Roi Tan cigars but may add a daily 15-minute show to its current network schedule. Ronson Art Metal Works first moved its five-minute Johnny Desmond show from MBS to ABC, then discontinued it. R. J. Reynolds on New Year's Day again sponsored ABC's broadcast of the Cotton Bowl Game.

Liggett & Myers is expanding its baseball broadcast coverage this year, sponsoring broadcasts of the Chicago Cubs home and away games on WIND Chicago and sharing with local advertisers sponsorship of the Cubs broadcasts fed from WIND to a special network of some 35 midwestern stations; the New York Giants on WMCA New York and a hookup of some 12 eastern stations; the Washington Senators on WWDC Washington, with possibly a similar regional baseball network being formed there with Chesterfields getting all or part of the advertising in connection with the baseball broadcasts.

General Cigar Co. (White Owl Cigars) this summer will share sponsorship of the New York Yankees games on WINS New York with P. Ballantine & Sons. Waitt & Bond (Blackstone, Yankee Supreme cigars) has started using

(Continued on page 110)

ONE NOT TO
H. R. 7310
FORGET

a symbol of

ENGINEERING INTEGRITY

The Association of

FEDERAL COMMUNICATIONS

Consulting Engineers

Members

Stuart L. Bailey
Jansky & Bailey
Clyde H. Bond
Clyde H. Bond
Lester H. Carr
Weldon & Carr
Joseph A. Chambers
Chambers & Garrison
T. A. M. Craven
Craven, Lohnes & Culver
John Creutz
John Creutz
Ronald H. Culver
Craven, Lohnes & Culver
George C. Davis
George C. Davis
Everett L. Dillard
Commercial Radio Equip. Co.
Millard M. Garrison
Chambers & Garrison
Glenn D. Gillett
Glenn D. Gillett & Assoc.
Paul F. Godley
Paul Godley Co.
C. M. Jansky, Jr.
Jansky & Bailey
Frank G. Kear
Kear & Kennedy
Robert E. L. Kennedy
Kear & Kennedy
Worthington C. Lent
Worthington C. Lent
George M. Lohnes
Craven, Lohnes & Culver
Frank H. McIntosh
McIntosh & Inglis
James C. McNary
McNary & Wrathall
Russell P. May
Russell P. May
E. C. Page
E. C. Page
William E. Plummer
Glenn D. Gillett & Assoc.
A. D. Ring
A. D. Ring & Co.
James O. Weldon
Weldon & Carr
Grant R. Wrathall
McNary & Wrathall

Associate Members

William S. Duttera
National Broadcasting Company
Raymond F. Guy
National Broadcasting Company
Earl M. Johnson
Mutual Broadcasting System
William B. Lodge
Columbia Broadcasting System
Frank L. Marx
American Broadcasting Company
John G. Preston
American Broadcasting Company
Philip F. Siling
Radio Corporation of America
Carl E. Smith
United Broadcasting Company
Jay W. Wright
Columbia Broadcasting System

IER SESSION

H. V. Kaltenborn To Speak

H. V. KALTENBORN, NBC news analyst and commentator, will deliver the principal address at the 1950 Institute for Education by Radio in Columbus, Ohio, May 4-7, Dr. I. Keith Tyler, director of the Ohio State U. conference, announced last week.

Mr. Kaltenborn's speech will be heard at the institute dinner on May 7 when the IER marks the 20th anniversary of its founding. His subject will cover trends in informational and educational broadcasting through the past two decades, and also will consider the future of radio and television.

Preceding the dinner, the IER will present the telecasting of a local program, *Columbus Town Meeting*, one of two TV programs to originate from the institute's conference rooms and to be carried by WBNS-TV Columbus. For the first time Dr. Tyler said announcement of award winners in the exhibition of American educational radio programs will be made on May 1 preceding the IER opening.

WMFM (FM) OFF AIR

Lightning Damages Outlet

SHUT down by a lightning bolt, WMFM (FM) North Adams, Mass., is not expected to resume operation for some time, according to word from the station. The outlet went off the air late last month when the transmitter was struck by a bolt that also put out telephone and power lines in the area. The transmitter house caught fire and was badly damaged.

A member of Continental FM Network, WMFM carried paid advertising in a local newspaper advising listeners to tune in several FM stations within range that carry Continental's daily service. WMNB, AM outlet with which WMFM is affiliated, was not affected by the storm.

U. OF FLORIDA Radio Guild operated WGGG Gainesville, Fla., for entire day recently, with all positions, except engineering, being filled by students.

CLASS 23. SMOKING MATERIALS

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	1949	$23,667,403	SPOT (Net)	1949	$3,360,000*
			1948	20,323,300		1948	3,392,000
			1939	11,668,090			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
LIGGETT & MYERS			$5,228,772	$5,043,752	$ 992,032
"The Chesterfield Supper Club" Cunningham & Walsh	Chesterfield Cigarettes	NBC-163-½	2,179,878	2,835,968	
"The Bing Crosby Show" Cunningham & Walsh	Chesterfield Cigarettes	CBS-179-½ (Sept.-Dec.)	269,094		
"Arthur Godfrey" Cunningham & Walsh	Chesterfields	CBS-185-2½	2,356,349	2,207,796	
"Tales of Fatima" Cunningham & Walsh	Fatima Cigarettes	CBS-26-½ (Jan.-Oct.)	253,833		
"Dragnet" Cunningham & Walsh	Fatima Cigarettes	NBC-139-½ (Oct.-Dec.)	169,618		
AMERICAN TOBACCO CO.			$4,318,658	$2,600,573	$2,506,141
"Your Lucky Strike" BBDO	Lucky Strike Cigarettes	CBS-165-2½ (Jan.-March)	384,223	148,015	
"The Big Story" Sullivan, Stauffer, Colwell & Bayles	Pall Mall Cigarettes	NBC-164-½	862,290	820,830	
"Jack Benny Program" (Eff. June) "Your Hit Parade On Parade" (Eff. Sept. 11) "Jack Benny" BBDO	Lucky Strike Cigarettes	CBS-180-½	960,080	823,144	
"Light Up Time" BBDO	Lucky Strike Cigarettes	NBC-163-1¼ (Sept.-Dec.)	932,150		
"Your Hit Parade" BBDO	Lucky Strike Cigarettes	NBC-164-½	880,065	808,584	
"Leave It to Joan" Lawrence C. Gumbinner	Roi-Tan Cigars	CBS-174-½ (Sept.-Dec.)	299,850		
PHILIP MORRIS & CO. LTD. INC.			$4,225,934	$3,844,044	$1,216,166
"Philip Morris Night With Horace Heidt" Biow Co.	Cigarettes & Tobacco	NBC-162-½ (Jan.-Aug.)	567,795	847,746	
"This Is Your Life" (Eff. June 21) "Hogan's Daughter" (Eff. Sept. 20) "This Is Your Life" Biow & Co.	Cigarettes	NBC-146-½	822,804		
"One Man's Opinion" Cecil & Presbrey	Cigarettes	ABC-215-25min. (Oct.-Dec.)	66,574		
"Ladies Be Seated" Cecil & Presbrey	Cigarettes	ABC-220-2H5min. (Oct.-Dec.)	340,851		
"Crime Photographer" Biow Co.	Cigarettes	CBS-150-½ (Aug.-Dec.)	362,064		
"Horace Heidt Show" Biow Co.	Cigarettes	CBS-172-½ (Sept.-Dec.)	297,684		
"Philip Morris Playhouse" Biow Co.	Cigarettes	CBS-148-½ (Jan.-July)	488,112		
"Against The Storm" Cecil & Presbrey	Cigarettes	MBS-363-1¼ (April-Oct.)	423,434		
"Kate Smith Sings" Cecil & Presbrey	Cigarettes	MBS-219-1¼ (Jan.-April)	216,262		
"Queen for a Day" Cecil & Presbrey	Cigarettes	MBS-388-1¼ (Jan.-Oct.)	670,354		
REYNOLDS, R. J., TOBACCO CO.			$3,777,544	$4,076,436	$1,418,333
"The Bob Hawk Show" William Esty Co.	Camel Cigarettes	CBS-162-½ (Jan.-June; Aug.-Dec.)	747,372	849,828	
"Jimmy Durante Show" William Esty & Co.	Camel Cigarettes	NBC-162-½ (Jan.-July; Oct.-Dec.)	645,171	229,446	
"The Vaughn Monroe Show" William Esty & Co.	Camel Cigarettes	CBS-163-½ (Jan.-Aug.; Oct.-Dec.)	818,124	646,833	
"Screen Guild Players" William Esty & Co.	Camel Cigarettes	NBC-162-½ (Jan.-June; Oct.-Dec.)	628,476	830,833	
"Cotton Bowl Football Game" William Esty & Co.	Camel Cigarettes & Prince Albert Tobacco	MBS-458-to concl. (1 time)	32,860	29,868	
"Grand Ole Opry" William Esty & Co.	Prince Albert Tobacco	NBC-159-½	842,541	816,492	
P. LORILLARD & CO.			$2,122,871	$1,164,420	$ 794,014
"Party Time" Lennen & Mitchell	Old Gold Cigarettes	ABC-21-¾ (April-July)	20,274		
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	ABC-199-¾	1,203,476		
"Stop the Music" Lennen & Mitchell	Old Gold Cigarettes	ABC-189-½	899,121		
RONSON ART METAL WORKS INC.			$1,143,928	$ 631,275	.....
"Twenty Questions" Grey Adv.	Ronson Lighters	MBS-486/CBC-½	880,429		
"Johnny Desmond Show" Grey Adv.	Lighters and Accessories	MBS-434-5min.	263,499		

Source: Publishers Information Bureau

* BROADCASTING estimate

Smoking Materials

(Continued from page 108)

Yankee News Service three times a week on the full Yankee Network. P. Lorillard Co. is expanding the spot campaign for Old Golds, which in February used announcements and news programs on 18 stations.

To make American men more cigar conscious and to encourage women to buy cigars as gifts for their menfolk, the Cigar Institute of America is using three-color ads in the *Saturday Evening Post* during the first six months of this year, with individual cigar producers urged to back up these ads with their own advertising in all media.

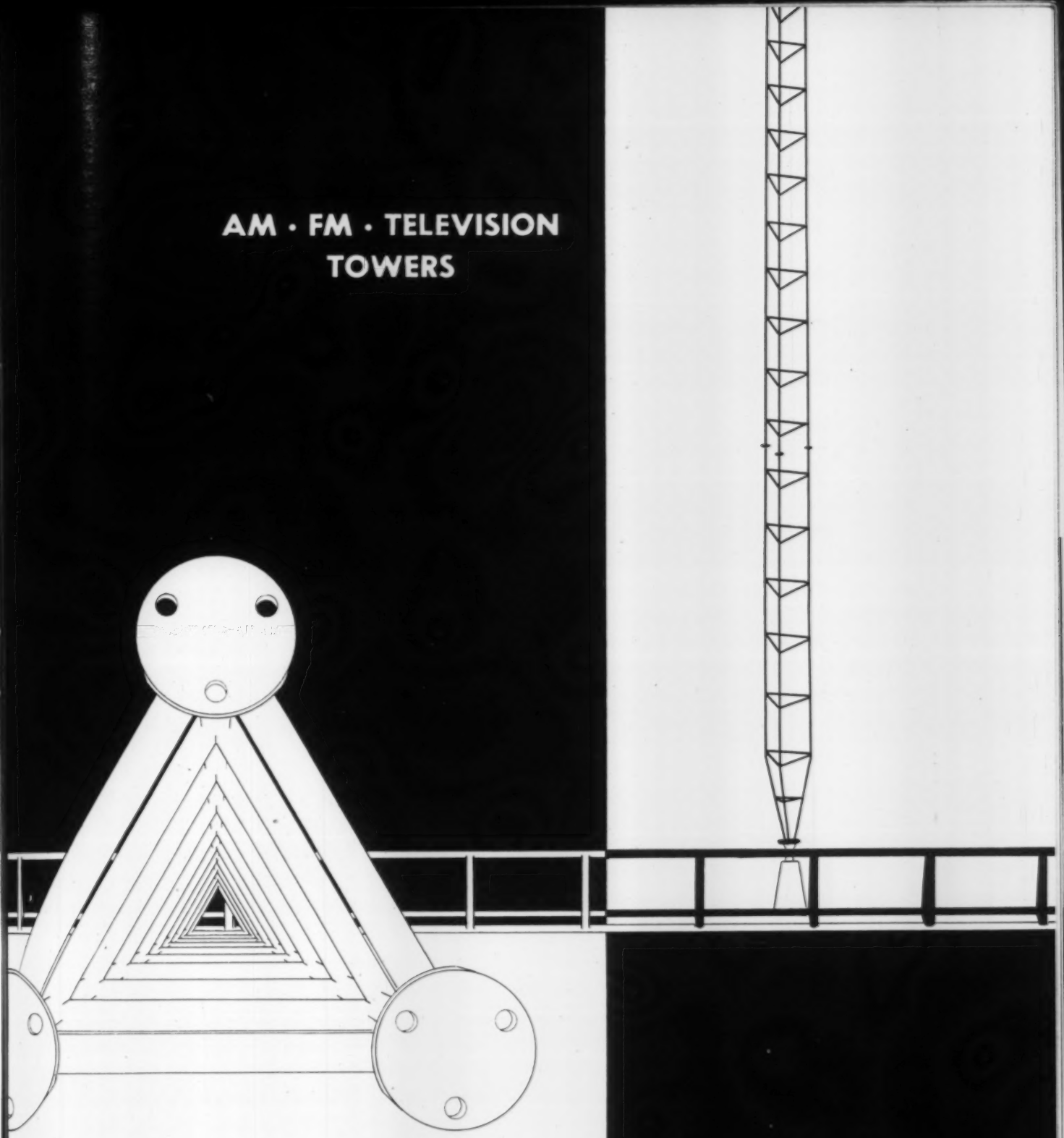
Broadcasters soliciting cigar business should find good sales arguments in surveys made last winter by The Pulse Inc. of two cigar-sponsored programs on WOR New York, showing the preference for the sponsor's products over other brands to be 3½ times as strong with listeners compared to non-listeners of one program, 4½ times as strong with listeners to the other. Surveys also showed audiences to these programs to include a larger-than-normal percentage of cigar smokers.

Need for strong cigar promotion is indicated by sales statistics. Last year some 5.6 billion cigars were smoked in the United States, only a slight decline from the 5.8 billion total for 1948, but a far cry from the 1920 record of nearly 10 billion.

WREN
ABC
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL

AM · FM · TELEVISION
TOWERS



STAINLESS, INC.

Plant—North Wales, Pa.
Export Office—13 E. 40 St. N.Y.C.
Western Office—Box 841—Phoenix, Ariz.

Class 24: . . . Soaps

PROCTER & GAMBLE Co. dominates network time purchases to advertise soaps, cleansers and polishes, its gross network time billings of $11,042,947 in 1949 totalling nearly five times those of B. T. Babbitt Inc., second network advertiser in this category. As a whole, the class fell 6.9% below its gross billings for 1948, dropping it from fourth to fifth rank among all classes of network advertisers for 1949. Competition, always high among the members of this group, is expected to increase during the coming year as a reorganized Lever Bros. Co., whose top executives are now overhauling its advertising appropriation allocation, is reportedly readying one or more detergents for introduction later this year.

Soaps, cleansers and polishes were advertised with network time last year by the following companies, in addition to those listed in the table: Armour & Co. (Chiffon Flakes), sponsoring *Hint Hunt* five 10-minute periods a week on CBS January-May and for a Saturday half-hour on CBS during November (using $291,921 worth of time at gross rates); Colgate-Palmolive-Peet Co. (Super Suds), *Blondie* for 30 minutes a week on CBS February-June ($378,444); Cudahy Packing Co. (Old Dutch Cleanser), *Nick Carter*, MBS weekly half-hour January-June, September - December ($490,257); Drackett Co. (Drano, Windex-Wax), *Star Time*, weekly quarter-hour, ABC January-July ($146,971); Faultless Starch Co., *Faultless Starch Time*, NBC Sunday quarter-hour ($65,660); Los Angeles Soap Co. (White King Soap), *Chandu*, MBS half-hour February-May ($5,421); Pacific Coast Borax Co. (20-Mule Team Borax and Boraxo), *The Sheriff*, 25 minutes, Friday, ABC ($584,720); SOS Co. (cleaning products), *Knox Manning, News*, five 15-minute periods a week on CBS Pacific January-February ($10,320), and *Mr. Information*, three five-minute periods a week, CBS Pacific January-August ($26,708).

Since the first of the year, B. T. Babbitt has dropped *Lora Lawton* and moved *David Harum* into the former serial's spot on NBC, 11:45 a.m.-12 noon, Monday through Friday, and has started a new program, *Nona From Nowhere*, on CBS, Monday-Friday, 3-3:15 p.m., time formerly occupied by *David Harum*. Other network programs of this class on the air in December continue as they were then.

Chemicals Inc. on April 3 started sponsoring the Frank Goss newscasts three times a week on CBS Pacific for Vano. On Don Lee, Los Angeles Soap Co. (White King soap) sponsors six 15-minute news periods a week. Gold Seal Co. is conducting a spring one-minute announcement campaign in 14 Midwest markets for Glass Wax, Park & Tilford (Tintex dyes) began its annual 10-week announcement campaign in March, with Best Foods (Rit dyes, Shinola) starting announcements in some 80 markets a month later, running from April to June. Griffin Mfg. Co., after a winter campaign for All-White shoe cleaner in Florida, has expanded the station list for its Shoe Lotion announcements, the campaign to continue until November.

At the local level, some 35 laundries and dry cleaners used network co-op shows on stations in their communities to advertise their services, with a half-dozen such establishments buying time on Transit Radio.

Spot's All-Time High

(Continued from page 64)

than was spent in the previous year.

Fourth ranking classification in the spot field was automotive, which includes Automobiles, Equipment and Accessories. These manufacturers spent an estimated net of $7,392,000 last year on spot advertising. On the networks their gross total was $6,718,766 for sixth place. The spot appropriation increased slightly while that for network time decreased.

As competition became keener in the gasoline and oil industry in 1949, these firms increased their net spot expenditures from $2.7 million in 1948 to over $5.5 million. This was approximately the same dollar volume as went to the networks in gross billings, although the group ranked ninth there as compared to fifth for spot. The dollar volume of network business decreased only slightly between the two years.

Advertisers of Jewelry, Optical Goods and Cameras placed over $4.5 million in net spot business for sixth place. This compares with $2,789,721 gross spent on the networks during 1949. The industry as a whole increased both its spot and network appropriations by several million dollars from 1948.

Retail Stores and Shops, which for obvious reasons did practically no network business, spent an estimated $4,144,000 in the spot field. Beer and wine advertisers also banked heavily on spot, placing over $3.5 million in 1949. This is compared to network gross expenditures of $1,344,746.

Advertisers of Toiletries, the second ranking network classification in dollar volume, spent just under $4 million net for spot in 1949. This ranked the Toiletries advertisers ninth in the spot field. On the networks they spent $29,370,134, about $2.7 million gross less than in 1948. Net expenditures in spot increased by approximately $2 million between 1948 and 1949.

Big users of network radio were the Smoking Material advertisers. This group spent $23,667,403 on the networks as compared to $3,360,000 in spots to place twelfth. Confectionary and Soft Drinks advertisers put over $9 million into radio advertising in 1949. Of this about $2.8 million went to spot and $6.2 million gross to the networks. Appropriations were decreased in both media from a combined total of about $12.7 million in 1948.

The adaptability of spot has made it a very valuable tool of certain product classifications which find,

(Continued on page 129)

1926-1950

CHICAGO'S PIONEER GOSPEL STATION

WMBI

AM and FM

24 years of Christian broadcasting; originating over 250 programs a week.

Owned and operated by

MOODY BIBLE INSTITUTE
820 N. La Salle Street
Chicago 10, Illinois

ONE NOT H. R. 7310 TO FORGET

LANG-WORTH FEATURE PROGRAMS SELL SOAP!

LANG-WORTH FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

CLASS 24. SOAPS, CLEANSERS & POLISHERS

NETWORK (Gross) 1949 $19,334,813 1948 20,767,870 1939

SPOT (Net) 1949 $9,520,000* 1948 9,570,000

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PROCTER & GAMBLE			$11,042,947	$11,414,637	$8,769,135**
"Welcome Travelers" Benton & Bowles	Ivory Snow, Soaps, Cleaners, Detergents, Shortening, etc.	ABC-199-1¼ (Jan.)	78,001		
"Rosemary" Benton & Bowles	Ivory Snow	CBS-69-1¼	555,164	509,744	
"Jack Smith Show" Dancer-Fitzgerald-Sample	Oxydol	CBS-84/CBC-1¼	1,459,588	1,367,619	
"Ma Perkins" Dancer-Fitzgerald-Sample	Oxydol	NBC-149/CBC-1¼ (Jan.-July)	488,178	611,862	
"Ma Perkins" Dancer-Fitzgerald-Sample	Oxydol, Spic & Span	CBS-110/CBC-1¼	697,160		
"Life Can Be Beautiful" Benton & Bowles	Spic & Span	NBC-151/CBC-1¼ (Jan.-June)	465,770	919,259	
"Welcome Travelers" Biow Co. & Compton Adv.	Spic & Span, Drene	NBC-143-1¼ (July-Dec.)	415,413		
"Perry Mason" Benton & Bowles	Tide	CBS-114-1¼	725,588	650,634	
"Beulah" Dancer-Fitzgerald-Sample	Dreft	CBS-81/CBC-1¼	1,327,492	1,167,303	
"The Brighter Day" Dancer-Fitzgerald-Sample	Dreft	NBC-155-1¼ (Jan.-July)	460,839	876,441	
"Lorenzo Jones" Dancer-Fitzgerald-Sample	Dreft	NBC-146-1¼ (Dec.)	50,213		
"Welcome Travelers" Dancer-Fitzgerald-Sample	Dreft	NBC-143-1¼ (July-Dec.)	415,413		
"Road of Life" Compton Adv.	Duz	NBC-156/CBC-1¼ (Jan.-July)	490,473	938,236	
"The Guiding Light" Compton Adv.	Duz	CBS-86-1¼	616,355	600,016	
"Truth or Consequences" Compton Adv.	Duz	NBC-143-½ (Jan.-June; Aug.-Dec.)	714,015	620,511	
"What Makes You Tick?" Compton Adv. (Eff. July 11)	Ivory Flakes	CBS-82-1¼	632,092	234,207	
"The Brighter Day" "Red Skelton Program" Benton & Bowles	Tide	CBS-172-½ (Oct.-Dec.)	230,735	235,954	
"Life Can Be Beautiful" Benton & Bowles	Tide	NBC-150/CBC-1¼ (July-Dec.)	477,048		
"Red Skelton Show" Benton & Bowles	Tide	NBC-152-½ (Jan.-May)	284,187		
"Welcome Travelers" Benton & Bowles Compton Adv.	Tide Soaps, Cleaners, Detergents	ABC-201-1¼ (Feb.-July)	459,223		
BABBITT, B. T., INC.			$ 2,224,022	$ 2,032,183	$ 436,200
"David Harum" Duane Jones Co.	Bab-O, Glim	CBS-55-1¼	874,781	859,831	
"Lora Lawton" Duane Jones Co.	Bab-O	NBC-135-1¼	1,349,241	1,172,352	
GOLD SEAL CO.			$ 1,521,304	$ 547,548	.....
"Meet the Missus" Campbell-Mithun Inc.	Glass Wax	CBS-16-½ (Jan.-May)	14,868		
"Arthur Godfrey Show" Campbell-Mithun Inc.	Glass Wax	CBS-173-1¼	1,506,436		
JOHNSON, S. C., & SON INC.			$ 917,748	$ 1,115,792	$ 589,330
"Fibber McGee & Molly (Eff. June 7) "King's Men" (Eff. Sept. 13) "Fibber McGee & Molly" Needham, Louis & Brorby	Wax & Allied Products	NBC-165/CBC-½			
LEVER BROTHERS CO.			$ 859,380	$ 806,546	$3,392,672**
"Amos 'n' Andy" (Eff. June) "Call the Police" (Eff. Oct.) "Amos 'n' Andy" Ruthrauff & Ryan	Rinso	CBS-150/CBC-½			
AMERICAN HOME PRODUCTS CORP.			$ 768,990	.....	.....
"Front Page Farrell" John F. Murray Adv.	Aerowax, Kelynos	NBC-59-1¼			

Source: Publishers Information Bureau

**Also includes Toiletry product advertising in 1939.

* BROADCASTING estimate

Class 25: *Sporting Goods*

AS THE accompanying table of network advertising by this class shows, the manufacturers of sporting goods and toys who use radio nationally do so on a one-time, special event basis, rather than as regular sponsors week in, week out.

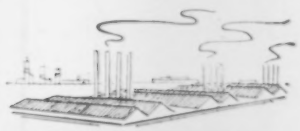
Wilson & Co., which in 1948 was the only network advertiser in this class, repeated in 1949 its sponsorship of two outstanding football games, the pre-season All Star game in August on Mutual and the final game of the professional football season in December on ABC, firmly implanting in the minds of listeners an identification of Wilson sporting goods with the first flight athletics. A. G. Spaulding & Bros. used a similar technique identifying its products with its program when it sponsored broadcasts of the Davis Cup matches last August for the second consecutive year over a special seven-station hookup.

Toy advertising comes most naturally in the pre-Christmas season, so it is not surprising that the three network advertisers of toys (shown on the table) all sponsored their one-time programs at that time, RCW Enterprises in November, the other two in December. Toy Productions of Hollywood also used radio on a spot basis at that season, sponsoring 10- and 15-minute recorded musical programs in eastern cities in a five-week radio campaign starting Nov. 7 for its Bugs Bunny and Porky Pig toys. RCW Enterprises also used 10-minute and quarter-hour programs on 60 stations in 30 markets in a five-week $250,000 pre-Christmas spot campaign in addition to its network broadcast.

But while Christmas is the time of most toy buying and giving, it is not the only time. Birthdays and other occasions for presents occur throughout the year and to publicize its products to this continuing market Faydrex Corp. is sponsoring a Sunday morning *Musical Varieties* program on the Don Lee

(Continued on page 114)

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL



BALANCE
IS THE
WORD

IN SPARTANBURG

. . . and WORD means coverage in the nation's best balanced section. Balance between and within industry and agriculture means *Piedmont Prosperity.*

Forty per cent of U. S. cloth comes from this area. In addition to textile mills, major industries include forest products, industrial machinery, textile and food processing. Cotton, peaches, cattle, milk and poultry give farmers year-round high income.

For sales to a quarter of a million people with a quarter of a billion dollar income—buy WORD. A word to Hollingbery buys it.

WDXY
10,000 Watts
FM Affiliate
ABC

WORD
SERVING THE HEART
OF THE PIEDMONT
SPARTANBURG, S. C.

See HOLLINGBERY

CLASS 25. SPORTING GOODS & TOYS

LEADING NETWORK ADVERTISERS

		1949	1948	1939
NETWORK (Gross)		$106,623	81,469	
SPOT (Net)		$ 336,000*	237,000	

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
WILSON & CO. INC.			$ 90,581	$ 81,469	.....
"National Professional Championship Football Game" Ewell & Thurber Assoc.	Sporting Goods	ABC-260-to concl. (1 time)	27,807		
"All Star Football Game" Ewell & Thurber Assoc.	Sporting Goods	MBS-465-to concl. (1 time)	62,774		
RADIO OFFER CO.			$ 6,749	.....	.....
"Shoppers Special"; "Romantic Song Shop"; "Old, New, Borrowed Blue"; "On the Plaza" Huber Hoge & Son	Balloon Animal Toys	ABC-60-1 (1 time)			
RCW ENTERPRISES			$ 4,969	.....	.....
"Johnny On the Spot" Cowan & Whitmore Adv.	Circus Balloon Toys	ABC-242-5min. (1 time)			
FAYDREX CORP.			$ 4,324	.....	.....
"Hollywood 400 Presents Saddle Mountain Roundup"	Giant Balloons	MBS-348-¼ (1 time)			

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 26: . . . . Toiletries

NETWORK time sales to toiletry producers dropped nearly $3 million in 1949 from the 1948 level, a decline of 8.6%, but it still ranked second among all classes of advertisers using radio network time during the year, topped only by food advertisers. And—with a big question mark for Lever Brothers Co., whose top executives were engaged in a thorough overhauling of the company's advertising plans as this was being written—the outlook is good for a comparable volume of business from this class in 1950.

Gillette plans to continue its Friday night fight broadcasts indefinitely and to go on sponsoring radio coverage of every major sporting event it can get rights for. This includes the World Series and the All Star baseball games for this year and six years after that, Gillette having tied up those rights last November with a seven-year, million-dollar contract. And there are no signs that the makers of toilet soaps, dentifrices and other toilet goods are planning any wholesales exodus from radio as long as this medium goes on delivering them so many customers at so low a cost.

S. L. Mayham, executive vice president of the Toilet Goods Assn., has given BROADCASTING the following statement on the status of this industry and its advertising plans:

Equal 1948 Volume

"As nearly as can be determined at this early date, total sales of perfumes, cosmetics and toilet preparations during 1949 practically equalled the volume done by the industry in 1948. It should be pointed out, however, that this excellent showing was made possible only because of the progress made by the industry in the sale of new products during the last few years and still gaining rapidly in popularity. Of particular interest in this connection were increases of nearly 10% in the sales of home permanent wave preparations and an increase of about 15% in dentifrices due to the introduction of ammoniated dentrifrices, and a continuing increase in sales of shampoos of various types.

"Perfume business itself was probably down slightly and the general line of cosmetics also suffered slightly. Sales of expensive perfumes and especially gifts, were directly hampered by the 20% retail excise tax, the effects of which were felt for the first time in this industry during 1949. The early weeks of 1950 have not been good principally because of the announcement by the President that relief would be granted from the excise taxes. The day after this statement appeared in the press, purchases of all except the most essential products practically came to a standstill.

"We believe that in general, 1950 will be a good year. Much will depend upon the speed with which Congress acts on the excise tax and the extent of relief granted. If complete repeal could be accomplished quickly, we would anticipate a sharp boom in business which might make 1950 one of the top years in volume. If, however, relief from the tax is delayed and especially if only partial relief is given, we would anticipate difficult times for the industry during most of 1950.

Co-op Ads Up

"With respect to advertising, we believe some further curtailment in the national advertising budgets of many companies will take place but we look for an increase in the volume of cooperative advertising with local newspapers at local rates. As we have indicated in the past, radio advertising of toilet goods continues at a steady volume but radio advertising is not a medium that has been particularly successful in the sale of women's cosmetics and perfumes."

BAB might look into the cooperative advertising plans of toilet goods companies with an eye to getting the use of radio time as well as newspaper space included.

Second ranking class of network business, the advertisers of toiletries accounted for 15.6% of all network time sales during 1949. These advertisers, in addition to those listed in the table, were; Armour & Co., advertising Dial soap on *Stars Over Hollywood*, CBS Saturday half-hour, July-October (spending $60,813 for network time at gross rates); Beauty Factors Inc. (Insta Curl), *Meet the Stars*, Thursday five-minute spot on ABC January-March ($24,704); Block Drug Co. (Amm-I-Dent), started *Burns & Allen* on

(Continued on page 118)

Sporting Goods

(Continued from page 113)

network.

Some 15 sporting goods and toy retailers sponsor network co-op programs, Mutual's *Fishing & Hunting Club of the Air* being used by 10 of this group. Three also are included in the advertisers over Transit Radio facilities.

Record attendance at the American Toy Fair in New York last month and large orders placed by the 11,000 buyers at the fair led to predictions by industry leaders that this year's toy production will top last year's output of $300 million. Arthur M. Raphael, president of Toy Mfrs. of the United States of America, which sponsored the fair, said that orders for all types of toys were well ahead of the 1949 fair.

Retailers Good Prospects

Retailers with well-stocked toy stores or departments should be good prospects for sponsorship of juvenile programs on the stations in their localities.

Lionel Corp., maker of model trains and associated equipment, is 50 years old in 1950 and has appropriated the largest advertising budget in its half-century, $500,000. Media plans include radio.

Mr. Louis J. Nelson
Wade Advertising
Chicago, Illinois

Dear Louis:

Fellers like you is allus lookin' fer bright bizness spots. Well sir, Charleston, West Virginny — th' home town uv WCHS — is really one uv th' brighest in th' country! Jest seen a report on bizness conditions in th' Fifth Federal Reserve District, an' do yuh know what, Louis? Outen all th' cities in th' district — an' some of 'em is big ones, too — oncy six showed a retail sales increase in January an' February over th' same two munts of 1949, an' Charleston wuz one uv 'em! Yessir, in spite uv th' long coal strike local retail bizness increased three per cent in arr department stores! Tnet's quite a record, Louis, an' jest think what thin's will be like now thet ever'one is back at work! Jest tho't I orta let yuh know since fellers like you wants ter place yer advertisin' whur it'll sell th' most fer yuh, an' with bizness reports like this, yuh jest cain't overlook WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

13 years . . . 10 months . . . 14 days!

(June 3, 1936 to April 17, 1950)

"An Analysis of Advertising" . . . over W S P R shows direct and solid liaison between advertiser and consumer in the rich market of Western New England.

W S P R

Springfield (Basic ABC) Massachusetts

Represented by: Geo. P. Hollingbery Co. Bertha Bannan, Boston

1000 watts fulltime

CLASS 26. TOILETRIES & TOILET GOODS

NETWORK (Gross) 1949 $29,370,134 1948 32,145,225 1939

SPOT (Net) 1949 $3,920,000* 1948 1,878,000

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
LEVER BROTHERS CO.			$4,580,221	$2,994,871	$ 603,400
"Big Town" Sullivan, Stauffer, Colwell & Bayles	Lifebuoy Soap	NBC-134-½	833,808	225,369	
"Bob Hope" BBDO	Swan Soap	NBC-153/CBC-½ (Jan.-June; Sept.-Dec.)	667,251	714,661	
"Junior Miss" Needham, Louis & Brorby	Pepsodent Toothpowder	CBS-167-½ (Jan.-Feb.)	77,322	218,904	
"Junior Miss" Needham, Louis & Brorby	Pepsodent Toothpaste	CBS-169-½ (Oct.-Dec.)	114,008		
"My Friend Irma" Foote, Cone & Belding	Pepsodent Toothpaste	CBS-176/CBC-½ (Jan.-June; Aug.-Dec.)	665,482	567,431	
"Lux Radio Theatre" J. Walter Thompson Co.	Lux Toilet Soap & Lux Flakes	CBS-176/CBC-1 (Jan.-June; Aug.-Dec.)	1,348,679	1,230,710	
"Winner Take All" J. Walter Thompson Co.	Rayve Home Permanent Wave	CBS-165-1¼ (Feb.-Aug.)	605,374		
"Junior Miss" Needham, Louis & Brorby	Rayve Home Permanent Wave	CBS-167-½ (March-Oct.)	216,484		
"Junior Miss" Needham, Louis & Brorby	Rayve Shampoo	CBS-167-½ (May-June)	51,813		
GILLETTE SAFETY RAZOR CO.			$3,858,294	$6,262,539	$ 93,577
"Gillette Fights" (Eff. Sept. 9) "Friday Night Fights" Maxon Inc.	Razors, Blades, Shaving Cream	ABC-237/CBC-1 (Jan.-June; Sept.-Dec.)	652,735	805,365	
"Sports Events" (baseball, racing, football, etc.) Maxon Inc.	Razors, Blades, Shaving Cream	CBS, ABC, MBS	435,722	444,319	
Toni Division:					
"Give & Take" Foote, Cone & Belding	Toni Creme Shampoo, Home Permanent Wave	CBS-149-½	439,518	421,632	
"This Is Nora Drake" Foote, Cone & Belding	Toni Creme Shampoo, Home Permanent Wave	CBS-155-1¼	1,400,764	907,796	
"This Is Nora Drake" Foote, Cone & Belding	Toni Home Permanent	NBC-158-1¼ (Jan.)	78,129	1,319,473	
"Crime Photographer" Foote, Cone & Belding	Toni Creme Shampoo, Permanent Wave	CBS-149-½ (Jan.-July)	497,843	649,914	
"Arthur Godfrey" Foote, Cone & Belding	Toni Home Permanent, Creme Rinse	CBS-168-37½min. (Oct.-Dec.)	153,900		
"Ladies Be Seated" Foote, Cone & Belding	Toni Home Permanent, Creme Rinse	ABC-231-¾ (Jan.-March)	199,683	1,176,916	
COLGATE-PALMOLIVE-PEET CO.			$3,499,560	$3,701,001	$2,749,733
"A Day in the Life of Dennis Day" (Eff. Oct.) "The Judy Canova Show" Ted Bates "Blondie" William Esty Co.	Dental Cream & Palmolive Soap Palmolive Shave Cream	NBC-144-½ (Jan.-June; Oct.-Dec.)	520,702	659,530	
"Sports Newsreel of the Air" Sherman & Marquette	Colgate Dental Cream, Super Suds	NBC-153/CBC-½ (Jan.)	68,808	220,038	
"Your Stand In" "Mr. and Mrs. North" Sherman & Marquette	Shave Cream, Brushless Shave Cream, Rapid Shave Cream Halo Shampoo	NBC-139-¼	548,184	423,488	
	Halo Shampoo, Colgate Dental Cream (Eff. Oct.) Halo Shampoo, Palmolive Shave Cream	CBS-8-1¼ (March-Dec.) CBS-151-½	57,810 873,297	763,386	
"The Judy Canova Show" (Eff. Aug. 27)	Halo Shampoo, Palmolive Shave Cream	NBC-144-½ (Jan.-June; Aug.-Dec.)	599,167	476,825	
"A Day in the Life of Dennis Day" Ted Bates & Co.	Halo Shampoo, Dental Cream				
"Our Miss Brooks" Ted Bates & Co.	Palmolive Soap, Lustre Creme Shampoo, Colgate Dental Creme	CBS-152/CBC-½	831,392	215,147	
PROCTER & GAMBLE CO.			$3,729,369	$5,290,477	.....
"Pepper Young's Family" Pedlar & Ryan	Camay Soap	NBC-153/CBC-1¼	945,884	927,854	
"Lowell Thomas" Compton Adv.	Ivory Soap	CBS-78-1¼	1,073,635	1,424,078	
"Perry Mason" Compton Adv.	Ivory Soap	CBS-12-1¼ (Jan.-Feb.)	5,491		
"Right To Happiness" Compton Adv.	Ivory Soap, etc.	NBC-152/CBC-1¼	940,684	924,303	
"Big Sister" Compton Adv.	Ivory Soap, Drene, etc.	CBS-93/CBC-1¼	705,776	701,534	
"The F. B. I. in Peace & War" Biow Co.	Lava Soap	CBS-149-½ (Jan.-June; Sept.-Dec.)	720,228	703,830	
"Life of Riley" Benton & Bowles	Prell	NBC-139-½ (Jan.-May)	277,905	608,878	
BRISTOL-MYERS CO.			$2,023,458	$2,101,045	$1,141,548
"Break the Bank" Doherty, Clifford, & Shenfield	Ipana, Sal Hepatica, Mum, Vitalis, Minit-Rub, Benex, Ammen	ABC-224-½ (Jan.-Sept.)	607,494	770,003	
"Duffy's Tavern" (Eff. July 6) "Henry Morgan" (Eff. Oct. 5) "Break the Bank" Doherty, Clifford, & Shenfield	Vitalis, Trushay, Mum	NBC-163-½	707,982	666,097	
"Mr. District Attorney" Young & Rubicam	Ipana & Sal Hepatica	NBC-163-½	707,982	664,945	
AMERICAN HOME PRODUCTS			$1,731,430	$1,571,681	.....
"Mr. Keen, Tracer of Lost Persons" John F. Murray Adv. Agency	Kolynos, Anacin	CBS-151-½	847,041		
"Romance of Helen Trent" John F. Murray Adv. Agency	Kolynos, and others	CBS-166-1¼	884,389		

Source: Publishers Information Bureau

* BROADCASTING estimate

Covering

Vacationland

WEAV

1 Get the facts on how WEAV has sold for many national advertisers in the North-Country's vacationland.

2 Learn how local prestige has made WEAV the most listened-to station in this rich area.

3 Buy the program that's styled for your product from hillbilly to high-brow—and anything in between. You'll find it on . . .

WEAV

ABC

1000 w — 960 kc

Plattsburg, New York

Joseph Hershey McGillvra
Nat. Rep.

A new suit of statistics fo

This month, all across the land, 140,000 Census Enumerators are ringing doorbells . . . counting people, incomes and radios . . . measuring America for size.

They will find a colossus — bigger than ever before. Busier, lustier, richer.

Clearing many hurdles, they will discover what research men already know:

that our population is now over 150,000,000 which is 20,000,000 more than in 1940

that we now number 43,000,000 families — nearly 7,000,000 more than 10 years ago

The Census-Takers will learn — that our families in 1950 have an average real income of $2,647 — a ten-year increase of 21% ; that our savings total a staggering $12,000,000,000.

And another fact: our whole standard of living has gone up, with 71% driving autos; 71% of our families now owning refrigerators; and 61% having washing machines.

New suit for Radio, too

The enumerators will re-discover another giant — 95% as big as America. And that's Radio — with its fabulous influence on the lives of our people. Here are more facts that will be confirmed:

that there are today 40,700,000 radio fam-

Uncle Sam

ilies (in 1940 there were only 28,500,000) that 41% of them have more than one radio, so that today our people own some 86,000,000 sets, including those in cars and the portables you see everywhere.

The Census-Takers will learn too, if they ask, that more people are listening *more* to their radios today. *Everybody* — greybeards and grown-ups, teenagers and tots. City and small town and farm people.

Where the average family used to spend less than 3½ hours per day listening — now it's 4 hours and 44 minutes. And at any hour between 6:00 and 10:00 in the evening you'll find 34,700,000 people happily giving their attention to the endless parade of programs on the air.

If you are a national advertiser

If you are a manufacturer of products or services people want and buy — this Census will put new emphasis on two facts basic to your business:

America is a bigger, richer and more rewarding market-place for you than ever before

To sell the millions who are this market, you can have no medium bigger, more powerful, more economical than network radio.

(Incidentally you will notice that radio is the only major advertising medium included in the Big Count.)

And these two facts will bring to your mind, inevitably and immediately, *America's No. 1 Network — NBC.*

Like America, NBC has grown. It is bigger, busier, more economical than ever before —

Bigger — The stations of the NBC network have the largest combined weekly audience in all America — larger than any other network, larger than any other advertising medium — according to radio's own census, the Broadcast Measurement Bureau.

Busier — NBC is selling more products and services for advertisers, day and night — and in 1949, advertisers invested more money in NBC than in any other network.

More Economical — Reaching more people, selling more goods — you'd think NBC would cost more. The opposite is true. NBC today costs considerably less per 1,000 homes reached than it did ten years ago — and NBC today reaches more people at lower cost than any other national advertising medium including the other networks.

Now, more than ever, to sell America you need...

NBC *America's No. 1 Advertising Medium*

A service of Radio Corporation of America

Toiletries

(Continued from page 114)

CBS for a weekly half-hour in September ($253,050); Campana Corp. (all products) had *First Nighter* on CBS a half-hour a week January-October ($523,716) and *Solitair Time* all year on NBC 15 minutes a week ($101,764); Carter Products had Jimmie Fidler on MBS for a weekly quarter-hour January-June for Arrid ($139,458) and in October began promoting this product with *Sing It Again* 15 minutes a week on CBS ($124,412).

Chamberlain Labs.

Chamberlain Labs in December started John B. Kennedy in a weekly five-minute newscast on Mutual ($10,670); Chesebrough Mfg. Co. sponsored *Little Herman* on ABC 30 minutes a week January-July for various toiletries ($380,418) and *Dr. Christian* all year on CBS a half-hour weekly ($873,078); Conti Products (shampoo) sponsored *Yours for a Song* on Mutual 25 minutes a week January-May ($67,070); Eversharp Inc. (razors, blades, pens, pencils) sponsored 15-minutes of *Stop the Music* on ABC January-September ($365,533); "42" Products wound up its use of Bob Garrod's news program on CBS Pacific with a single January broadcast ($509); Grove Labs (Fitch hair tonic, shampoo, 4-Way cold tablets) sponsored *The Shadow* on MBS September-December 30 minutes each Sunday ($122,652).

Illinois Watch Case Co. (compacts, etc.) sponsored Groucho Marx's half-hour quiz show on ABC January-May ($288,870), moving it to CBS in the fall ($222,768); Andrew Jergens Co. continued Louella Parsons' *Jergens-Woodbury Journal* 15 minutes weekly on ABC through the year ($602,342); Lee Pharmacal Co. used a quarter-hour of Arthur Godfrey's morning program five times a week on CBS May-September for Spray-A-Wave ($401,084); Manhattan Soap Co. had *Front Page Features* three quarterhours on CBS Pacific January-July ($45,082); and *We Love and Learn* five quarter-hours a week on NBC all year long ($1,394,150); Murine Co. sponsored John B. Kennedy's Saturday evening five-minute newscast on MBS September - December ($69,250); Noxzema Chemical Co. sponsored Gabriel Heatter's MBS newscasts for 15 minutes each Monday all year ($336,194).

R. B. Semler Inc. (Kreml) sponsored Mr. Heatter two quarterhours weekly on MBS through 1949 ($461,796); Sterling Drug used *Manhattan Merry-Go-Round*, Sunday half-hour on NBC in January-February for Dr. Lyons dentifrices ($118,598) and *Backstage Wife*, Monday-Friday quarter-hour, on NBC all year for various toiletries ($872,226); Wildroot Co. used *Meet the Missus* on CBS Pacific two quarter-hours a week, January-June ($24,182) and *Adventures of Sam Spade*, weekly half-hour, January-September on CBS ($667,180) and September-December on NBC ($227,926).

All network advertising of this group that was on the air in December continues into 1950, except Murine Co., Chamberlain Labs and Illinois Watch Case, which concluded their network programs the end of 1949. New network business this year includes: Colgate-Palmolive-Peet Co., returned to daytime radio after a long absence, now sponsoring *Strike It Rich* on CBS five afternoon half-hours a week; Gillette Safety Razor Co. (Toni Division) has dropped its share of the morning Godfrey show and now is sponsoring a five-minute noontime beauty-fashion program across the board on ABC; Manhattan Soap Co. (Sweetheart Soap) has added Frank Goss's newscasts three days a week on 15 CBS Western stations; Shulton Inc. sponsors *High Adventure* a half-hour a week on NBC for its toiletries; William R. Warner Co. has taken over sponsorship of Walter Winchell's Sunday evening period on ABC for Hudnut home permanent. Gillette sponsored broadcasts of two New Year's Bowl games, Sugar Bowl on ABC and Rose Bowl on CBS.

On West Coast

Murine Co. currently sponsors five 15-minute periods of *Breakfast Gang* a week on Don Lee, with Chamberlain Labs taking the sixth broadcast; and Wildroot Co., sponsors the weekly half-hour *What's the Name of That Song?* on this West Coast regional network. Murine also has returned to spot radio with a campaign of announcements starting in February in more than 100 markets for Murine Eye-Wash. Last fall Wildroot started a *Barbershop Harmonies* series on more than 100 Keystone Broadcasting System stations in the South and Southwest.

Colgate-Palmolive-Peet Co. in January started a 39-week spot campaign for Palmolive Soap in more than 150 markets using one-minute announcements; Grove Labs last month began using announcements in some 60 markets for Fitch Shampoo; Procter & Gamble Co. this month began using announcements for Ivory soap in about 60 cities. Sales Affiliates Inc. is adding two markets—Lincoln and Grand Island, both Nebraska—to the nine in which the company uses *Adventures of Maizie*, M-G-M transcribed weekly series, for Zotos Fluid Wave, with further expansion anticipated in the fall. Manhattan Soap Co. this week begins use of 15 announcements a week on Transit Radio systems in six markets.

WMAW CLEARED
In FCC Initial Decision

INITIAL decision to grant WMAW Milwaukee a license to cover its construction permit for 5 kw full-time on 1250 kc, directional, has been reported by FCC.

Hearing Examiner Basil P. Cooper ruled that no evidence was found to support charges that the station had misrepresented its actual ownership to the Commission or that the application filed in late 1944 constituted a means whereby Herbert E. and Myrtie D. Uihlein "sought to carry out a partnership agreement entered into with George E. Inghram in early 1944."

Although in certain instances reports of changes in the organization were not filed within the required 30 days, Examiner Cooper found that all changes have been reported to FCC and the late filing "cannot be attributed to an intent on the part of the corporation to deceive the Commission or conceal material facts."

Muzak in 45 rpm Field

ENTRY into the 45 rpm record field has been announced by Muzak Corp.'s transcription division. Now available to the trade are complete facilities for recording, processing and pressing, the firm stated. The service, it was announced, will be in addition to, and in conjunction with, operations in the transcription, and standard and microgroove phonograph record manufacturing field.

MAKE NO MISTAKE—

Virginia's First Market is

NORFOLK-PORTSMOUTH-NEWPORT NEWS!

★ No. 1—Retail Sales, Food, Drugs, Furniture

★ No. 1—Effective Buying Income

★ No. 1—Population

★ No. 1—General Economic Stability, 1949 compared to 1948

★ See Sales Management "Survey of Buying Power", out May 10th!

Get more for your money in this big, rich market . . . Get results instead of broad claims . . . Cover this market from the INSIDE—the only successful way to reach Tidewater Virginia's 150,000 radio families!

GET WISE ABOUT NORFOLK—ASK RA-TEL FOR THE FULL, THE NEW STORY OF . . .

WSAP 5000 watts

DAY & NIGHT ★

★ CP, 1350 kc

PORTSMOUTH, VIRGINIA

Modern Studios in Portsmouth and Norfolk

B. WALTER HUFFINGTON, General Manager

Gates *has it*

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Class 27: . . . . Travel

TRANSPORTATION, travel and resort advertising is not a major item of radio revenue. One account, the institutional Monday evening series on NBC of the American Assn. of Railroads, accounted for more than 90% of this group's network purchases last year. Hotel and resort advertising is usually seasonal and pretty much localized and —let's face it—newspapers are the traditional medium of this type of advertiser and with a few notable exceptions radio has not swung much of this business to the airwaves.

Forty-five states have tourist promotion bureaus with advertising budgets to use in attracting visitors within their boundaries, yet in 1949 BROADCASTING had only one report of any state using radio for the purpose. Admittedly our records are incomplete on localized campaigns, but if there had been any great volume of state advertising on the air it seems likely that it would have been reported.

Canadian Ads

The Canadian Government at the last minute last year allocated $35,000 of its million-dollar travel promotion budget to American radio, after Maurice B. Mitchell, director of BAB, had registered an emphatic protest against early plans to buy space but to solicit free time. This year Mr. Mitchell has already submitted plans to the Canadian Travel Bureau for a $200,000 announcement campaign on United States stations.

A half-dozen transportation services are among the regular users of spot radio: Trans World Airlines, which last year spent roughly $250,000 for announcements on 36 stations in 11 cities; New York Central Railroad, using announcements in 15 cities; Northeast Airlines, currently with announcements on nine stations in a continuing campaign which used up to 15 stations at the peak of the summer travel season; United Airlines, using four stations; Florida Greyhound Lines, sponsoring an ABC co-op program, Elmer Davis's news commentary, on five Florida stations; Union Pacific Railroad, using programs on two Los Angeles stations. A number of suburban railroad and bus lines use radio consistently in the cities they serve.

Travel agencies occasionally use time on the air to promote foreign travel, particularly guided tours such as the tours to Rome this Holy Year organized by American Express-Catholic Travel League, which is using both English and foreign language stations in major markets to secure members for the pilgrimages to Rome being conducted by Catholic prelates.

While the travel field is probably not destined ever to become a large entity in radio advertising, it seems as if it could contribute a lot more business than it has to date if it were properly cultivated. Six sponsors of network co-op shows, not including the five Florida station broadcasts sponsored by Florida Greyhound Lines, and seven users of Transit Radio indicate a total local volume too low even for this class.

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

		NETWORK (Gross)	1949	$1,075,169	SPOT (Net)	1949 $1,680,000*
			1948	333,616		1948 842,000
LEADING NETWORK ADVERTISERS			1939			
Advertiser, program and agency	Product	Network No. of Stations Hours per Week.	1949	1948	1939	
ASSOCIATION OF AMERICAN RAILROADS			$990,961	$298,560	.....	
"The Railroad Hour" Benton & Bowles	Institutional	ABC-268-½ (Jan.-Sept.)	776,344			
"The Railroad Hour" Benton & Bowles	Institutional	NBC-163-½ (Oct.-Dec.)	214,617			
UNITED STATES FREIGHT CO. "American Forum of the Air" Raymond R. Spector Inc.	Institutional	MBS-12-½ (Jan.-May)	$ 63,048	$ 31,200	.....	
GREYHOUND CORP. (Pacific) "Romance of the Highways" Beaumont & Hohman Inc.	Bus Transportation	ABC-10-¼	$ 21,160	$ 3,856	.....	

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 28:.... Miscellaneous

THIS FINAL category is not so much a class of advertising as it is a catch-all, picking up advertising of art dealers and unions, political parties and religious organizations, pet foods and real estate.

Network advertisers from this mixed group during 1949, in addition to those shown in the table, included: Ace Markets (art dealers), sponsoring *Songs by Great Singers* on MBS 15 minutes a week January-March ($20,488 in gross time costs); American Bird Products (bird food), *American Radio Warblers*, weekly half-hour on MBS January-April, October-December ($23,554); Armour & Co. (Dash Dog Food), *Hint Hunt* on CBS five quarter-hours in April, one half-hour in August ($22,633); Carnation Co. (Friskies Dog Food), Elmer Peterson's newscasts three quarter-hours a week on NBC Pacific May-December $56,166); CIO Textile Workers 10th anniversary program, ABC one-timer ($11,184); CIO United Steel Workers, sponsoring Philip Murray, CIO president, in a talk on the steel strike, on ABC ($11,740); Dawn Bible Students Assn., *Frank & Ernest*, ABC Sunday quarter-hour starting in October ($48,757); First Church of Christ Scientist, quarter-hour weekly religious talks on MBS ($51,827).

G. F's Dog Food

General Foods Corp. (Gaines Dog Food), *Juvenile Jury*, Mutual half-hour weekly program, January-June, October-December ($243,607); Institute of Religious Science, *This Thing Called Life*, weekly half-hour on MBS starting in October ($6,240); Lewis Food Co. (dog & cat food), *Free for All*, CBS weekly half-hour January-June ($23,280); Maritime Milling Co. (Hunt Club Dog Food), news five minutes a week on CBS starting in September ($21,580); also *Confidential Closeups* on NBC 15 minutes a week starting in September ($45,764).

John Morrell & Co. (Red Heart Dog Food), *Lassie* quarter-hour weekly drama on NBC January-May, September-December ($220,860); National Council of the Protestant Episcopal Church, *Great Scenes from Great Plays*, weekly half-hour on MBS January-February ($128,874); Radio Offer Co. (novelty), five one-time programs on MBS in December ($8,962); Southern Baptist Convention, *Baptist Hour*, Sunday half-hour on ABC starting in October ($59,544); political broadcasts, chiefly in connection with the 1949 gubernatorial and senatorial race in New York State ($56,574).

AFL Campaign

Since the first of the year, American Federation of Labor has embarked on an institutional campaign on 163 MBS stations across the country, sponsoring Frank Edwards' 15-minute newscast from Washington five nights a week. United Electrical Workers has discontinued its weekly quarter-hour news period on ABC. In January the Communications Workers of America bought 15 minutes on ABC for a talk by their president, J. A. Beirne, and in February ABC sold another 15-minute spot to CIO for a speech by the union's national president, Philip Murray.

Amalgamated Clothing Workers Union (CIO) has started sponsorship of ABC's *Town Meeting of the Air* (network co-op) on WJZ New York, first use of radio in the union's campaign for "union label" suits. Plans for extended use of radio, also TV, will be presented at

(Continued on page 121)

HERSON SURPRISE
Solons Quiz NBC Interviewer

WHEN Bill Herson, NBC Washington veteran personality who chats informally with Congressmen each Saturday morning on the network, arrived at the Congressional Hotel to conduct his show on April 1, he was surprised.

Mr. Herson, who has been conducting *Coffee in Washington* on WRC-NBC each morning for the past five years, had planned to interview Rep. James Morrison (D-La.). Instead, he found that the tables had been turned on him. Over 100 senators and representatives had gathered secretly to honor Mr. Herson as their guest.

So, Mr. and Mrs. Herson took their places at the head table as featured guests. Then the solons turned the interview tables and began asking Mr. Herson questions he usually has posed—about home life, hobbies, past experiences, etc. "I'm the most honored man in Washington today," Mr. Herson announced to his cheering hosts. Plans for the affairs were made by Rep. Percy Priest (D-Tenn.), who celebrated his birthday on the broadcast, and Rep. Reva Bosone (D-Utah.)

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225.000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL.

Spot in '49

(Continued from page 69)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
Supplee-Wills-Jones Milk Co.			5	5	6	4	4	4	4			
Sunrise Meats	3	3	3	3	3	2	2	2	1	1	1	1
Sure-Jell					9	9	9	9	9			
Swansdown Cake Flour				19	19	19	19	19	19	19	19	19
Swansdown Devil's Food Mix									17			
Swansdown Instant Mix		26	9	116	10	3	5	5	5	3	3	3
Swel											3	3
Swift & Co.										26	26	9
Swift's Ice Cream	45	45	45	45	45	45	45	45	45	44	79	79
Tavol	4	4	4	4	4	4	3	3	10	11	11	11
Teddy's The House of Sea Food						3	3	3	2	2	2	2
Tenderay Beef	24	24	24	24	24	24	24	24	24	24	24	24
Tip-Top Bread & Cakes	113	119	110	106	106	108	112	116	117	113	114	109
Union Biscuit Co.	10											
Van Camp's Chili Con Carne	12	12	12	12	13	13	13					
Van Camp's New England Style Beans	12	12	12	12	13	13	13	13	13	13	13	14
Van Camp's Tenderoni	12	12	12	12	13	13	13					
Westchester Brand Deviled Chicken				12	12	12	12	13	13	13	13	13
Western Md. Dairy Products	1	3	3	3	3	4	4	4	4	4	4	4
Wheaties and/or Bisquick	83	83	87	88	98	102	103	106	106	51	51	49
White Ring Flour	9	9	2	*	*	*	*	*	*	*	*	*
Wonder Bread	116	116	116	116	116	116	116	116	116	116	116	117
X-Pert Cake Mix	13	13	13	1	1							
LAUNDRY SOAPS & CLEANERS												
Dif Hand Cleaner	1	3	2	2	2	2	1	1	1	2	1	1
Disho										6	6	6
Johnson's Glo-Coat		6	6	6	6	6	6	6	6	6	6	6
Johnson's Glo-Coat			1	1	1	1	1	1	1			
Lysol	6	6	1	1								
Oakite	26	25	23	17	19	6	2	1	16	17	16	16
Swift's Cleanser		7	7	7	6	6						
Tag Soap	1	1	1	1	1	1	1	1	2	6	6	6
Vano Household Cleanser	7	7	7	7	7	2	2	2	2			
Werx Soap	1	1	1	1	1	1	1	1	2	6	6	6
PUBLICATIONS												
Colliers Magazine	116	141	139	147	150	150						
The Reporter, Inc.				28								
RETAIL												
A & P Food Stores	3	3	3	3	3	3	3	2	2			
Colonial Stores			24	24	24	24	25	25	25			
Grand Union Food Stores	2											
Kay Jewelry Co.	2	2	2	2	2							
Red Owl Food Stores				6	6							
Lee, H. D., Co., Inc.	2	2	2	*	*	*	*	*	*	*	*	*
Schrafft's	1	1	1	1	1	1	1	1	1	2	2	2
Sears Roebuck & Co.											7	7
Smith's Store (San Francisco)	1	1	1	1	1							
White Tower Restaurants		12	15	13	13	5	2	2	2	2	3	3
TOILET REQUISITES												
Actifoam Cream Shampio										1	1	
Barbasol	1	11	32	32	22	1	1					
Chap Stick							20	20	16	16	16	16
Doeskin Products												1
Durham-Enders Razors	1	1										
Fleet's Chap Stick	1	1										
Gem Blades	4	4	4	2								
Kranks Shavekreem	30	30	30	30								
Pears Soap					1	1	1	1	1	1	1	1
Rolls Razor											7	7
Silver Star Blades	3	3	4	4	1	2	2	2	7	7	7	
Silver Star Blades—Whiz Pak										47	49	
Trol Hair Tonic								1	1	1	1	1
Woodbury Facial Soap	2	2	2	2	2	2	2	2	2	2	2	2
Yes Tissues	8	4	4	3								
Zemo										3	3	3
MISCELLANEOUS												
Adler Shoes	1											
Air France											2	2
Alcoa (Farm Roofing)								15	12	3		
Alexander, W. A., Co.										1	1	1
American Airlines	1	1	1							1	1	
Anglo Calif. Nat'l Bank				1	1							
Asam Wallpapers	1	1	1	1	1	1	1					
Atlanta Laundries, Inc.				4	4	4	4	4				
Avisco	1	1	1	1	1	1	1	1	1	1		
Bell Telephone Co. of Pa.	88	88	88	90	92	93	93	92	92	92	92	92
Best Foods Shoe Polishes					99	99	2	1	123	123	124	1
Bituminous Coal Institute	1	1	1	1	1	1	1	1	1	1	1	1
Bug-A-Boo	8	9	9	9	9	9	9	8	8	8	8	8
Canadian Furs	4	5	5	5	5	5	2	4	2	4	4	4
Celanese Corp. of America	**	29	29	29	29	29	26	26	26	27	28	28
Central Coat, Inc.									1	1	1	
Central Nat'l Bank & Trust			2	2	2	3	3	3	3	3	3	3
Chesapeake & Potomac Telephone	3	3	8	8	11	9	9	16	16	16	16	16
Chick Chick & Presto Egg Colors				21								
Crosby Clothes		8	8	9	9	9	1					
Crosley Div. of Avco Mfg. Corp.				230	3							
D. L. & H. Blue Coal	2	2	2	2	2	2						
De Nicotea Holder			1	1	1							
Detroit Edison Co.	1											
Dixon Ticonderoga Pencils	15	15	15	7	7	7	1	1	1	1	1	1
Dow Chemical Co.								8	2			
Dura Plastic Starch						11	4	4	4			
Esquire Boot Polish									1	1	1	1
Felton-Sibley Paints	3	3	2	2	*	*	*	*	*	*	*	*
G. E. Supply Corp.										3		
Glen Burn Coal								10	10	10	10	10
Goodyear Rubber Shoe Products	86	87	85	83	84	89	89	89	89	90	90	90
Hat Research Foundation	1											
Hudson Paper Napkins	7	11	11	11	11	11	11	11	10	8	38	38
Illinois Bell Telephone Co.										18	18	
Indiana Bell Telephone Co.										18	18	18
Iowa Retail Hardware Assoc.			1	1	1	1	1	1	1			1
Johnson's Drax			7	7	7	7						
Kelvinator Appliances	2	2	2	4	19	19	19	19	19	1	1	1
Koppers Coke	1	1	1	1	1	1	1	1				
La France							2	2	2	2	1	1
Lay, H. W., & Co.	19	19	19	19	19	19	19			2	2	2
Lenox China											1	1
Marcal Paper Products	1	1										
Marshall-Wells Paints & Appl.	46	41	39	37	38	38	38	38	37	36	36	33
Martin Rosenberger Wallpaper	12	14	18	16	14	13	12	12	10	10	10	10
Metropolitan Life Ins. Co.	30	30	30	31	31	31	31	31	31	31	31	31
Michigan Bell Telephone Co.	16	16	16	17	17	17	16	16	16	16	16	16
Milk Bone	14	14	14	14	13	13	13	13	13	13	13	13
Milk Foundation, Inc.	1	1	1	1	1	1	1	1	1	1	1	1

(Continued on page 129)

BELVEDERE CASE

FCC Would Deny Bid for AM

INITIAL DECISION to deny application of Belvedere Broadcasting Corp. for authority to construct a new 250 w standard broadcast station in Baltimore was issued last Monday by FCC. Denial was urged by Hearing Examiner Jack P. Blume on the ground that Belvedere's proposal falls short of compliance with the Commission's rules and engineering standards.

Examiner Blume noted FCC's Standards of Good Engineering Practice provides that, in selection of a transmitter site, a station should be able "to serve adequately the center of population in which the studio is located and to give maximum coverage to adjacent areas." Assignment of this facility to a city like Baltimore would not be "sound," he found, since FCC requires that service be provided to 90% of a metropolitan district.

Belvedere Broadcasting Corp. had applied for authority to construct the AM station on 1400 kc with 250 w, unlimited time, contingent upon Baltimore Broadcasting Corp., WCBM licensee, relinquishing these facilities under its CP to change frequency from 1400 kc to 680 kc. Belvedere operates WMCP (FM) Baltimore and proposes to duplicate the FM programming on the proposed AM station.

America's Oldest Farm Service Program
POINTS to its Record
See WLS Dinner Bell's 2-Page Record in this issue
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

CLASS 28. MISCELLANEOUS

LEADING NETWORK ADVERTISERS

NETWORK (Gross)	1949	$3,302,536	SPOT (Net)	1949	$7,168,000*
	1948	2,836,308		1948	3,509,000
	1939				

Advertiser, program and agency	Product	Network No. of Stations Hours per Week.	1949	1948	1939
LUTHERAN CHURCH-MISSOURI SYNOD			$534,074	$338,526	$ 99,565
"Lutheran Hour"	Religious Talks	MBS-443-½	428,382		
Gotham Adv.					
"The Lutheran Hour"	Institutional	ABC-180-½ (Oct.-Dec.)	105,692		
Gotham Adv.					
GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS			$424,454	$279,231	.....
"Voice of Prophecy"	Religious Talks	MBS-304-½	299,065		
Western Adv. Agency					
"Voice of Prophecy"	Institutional	ABC-102-½ (June-Dec.)	125,389		
Western Adv. Agency					
UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA			$360,352	$293,854	.....
"Arthur Gaeth"	Institutional	ABC-114-¼			
Weinstein Co.					
GOSPEL BROADCASTING ASSN.			$344,384	.....	$304,651
"Old Fashioned Revival Hour"	Institutional	ABC-232-1 (June-Dec.)			
R. H. Alber Co.					
RADIO BIBLE CLASS			$322,441	$289,280	.....
"Radio Bible Class"	Religious Talks	MBS-287-½			
Stanley G. Boynton Co.					
CHRISTIAN REFORMED CHURCH			$255,197	$208,295	.....
"Back to God Hour"	Religion	MBS-291-½			
Glenn-Jordan-Stoetzel					

Source: Publishers Information Bureau

* BROADCASTING estimate

(Continued from page 119)

the ACWU national conference in May, when the union will vote on doubling its present $500,000 advertising budget.

On the regional level, the Bible Institute of Los Angeles sponsors three 30-minute morning programs a week on Don Lee Broadcasting System and Good Ship Grace sponsors *Haven of Rest*, also three half-hours a week, on the same network. Hartz Mountain Products, sponsoring *Radio Canaries* for 15 minutes Sunday morning, and Lewis Food Co. (Dr. Ross Dog Food), using the half-hour *Clyde Beatty Show*, are other current Don Lee clients.

The Roosevelt-for-Governor Headquarters in Los Angeles this month started a 10-week series of 15-minute Friday evening programs on 10 CBS stations in California on behalf of Candidate James Roosevelt, only political use of network radio noted so far this year.

Real estate developers, home builders and sellers and real estate agents have found radio effective advertising in great numbers and in many communities in all parts of the nation, but this business is necessarily localized and its time is all purchased by local individuals of local stations.

Carnation Co. in February began using announcements on five stations for Friskies Dog Food; National Biscuit had announcements on 13 stations for Milk Bone; Wilson & Co. was advertising Ideal Dog Food on stations in three Southern California markets; Borden Co. had begun advertising its dog food on one station and Pet Food Co., after a successful test campaign for Thanks Dog Food in Salt Lake City, was planning use of radio in other markets.

Management

GEORGE P. RANKIN, president of Southeastern Broadcasting Co., operators of WMAZ - AM - FM Macon Ga., elected to Bibb County Board of Education for a life time appointment. He is also chief engineer for WMAZ, which he started 28 years ago.

Mr. Rankin

RAYMOND J. CHENEY promoted to assistant manager of WCSS Amsterdam, N. Y. He has been program and production director since 1948 and will continue to act in that capacity.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., is the father of a girl, Patricia.

RICHMAN G. LEWIN, general and commercial manager of KTRE Lufkin, Tex., is the father of a boy, Richman G., Jr.

Here it is, BMI...

Your key to the convention

——and with it go *THANKS* for a job well done!

Thesaurus RCA recorded program services

Radio Corporation of America
RCA Victor Division
New York · Chicago · Hollywood

GENE AUTRY (with mike), station owner and radio-movie star, turns the tables on disc jockeys Dick Campbell (l), Frank Raymond (2d r) and Charles Craig of WDVA Danville, Va., on a recent visit to city. After having undergone four tape-recorded interviews for various programs, Mr. Autry took over the mike and began firing his own questions. WDVA also recorded the star's apology for the absence of his horse, Champion, to 1,000 kids and grownups in a local department store who had waited to see the famed equine

GRAY RECEPTION

Retiring Army Sec. Is Feted

PARADE and reception were held last Tuesday at Fort McNair, Washington, for retiring Army Secretary Gordon Gray, president of WSJS Winston-Salem, N. C. President Truman, prominent government officials and high-ranking Defense Dept. officers attended the ceremonies.

Mr. Gray has resigned to accept the presidency of the U. of North Carolina Sept. 1, but continues as special assistant to President Truman. He was nominated as assistant Army Secretary Sept. 24, 1947, and became acting secretary upon resignation of Kenneth C. Royall. On May 25, 1949, he was sworn in as Undersecretary of the Army and shortly afterward took oath of his recent office. Meanwhile, last Wednesday Frank Pace Jr. was sworn in to succeed Mr. Gray.

Hugh (Bud) Ernst

HUGH (Bud) ERNST, 39, producer of *Queen for a Day* on MBS, shot and killed himself in a New York hotel early last Tuesday. Marital difficulties were said to have prompted his suicide.

Programs

HOOVER Commission Report was theme of series of transcribed interviews with Herbert Hoover, broadcast over WNJR Newark during week of April 10 at 6:45 p.m. Broadcasts, pointing up Commission's probe of executive branch of government, summarize five reports covering general management, President and his cabinet, defense, government housekeeping, Post Office, and general inefficiency and health. Time for series contributed as public service by New Jersey Manufacturers Assn.

Aids Reading

READINGS of great novels launched by WSTC-AM-FM Stamford, Conn. today (Monday). Titled *Let's Read* and slated for broadcast Monday-Wednesday-Friday, 10-10:30 p.m., series is being offered in belief that novel and radio are closely related insofar as both rely on imagination for amplification of written or spoken word. Programs will give listeners an opportunity to "read" books—none will be dramatized or edited—in their original form.

Community Highlights

EACH Friday evening, CKOY Ottawa visits one of city's 15 community centers with mobile recording unit, covers highlights of community activities and rebroadcasts them on Saturday afternoons. Addresses by guest speakers at community center, ranging from Canada's chief justice to sports celebrities, are included in recordings at centers.

Questions Answered

QUESTIONS on newly formed local Fair Employment Commission are answered in show emceed by Dick Merrin, news editor of WSRS Cleveland, Tuesday 7:45 p.m. Members of Fair Employment Commission are interviewed at their respective offices for on-the-scene coverage of subject. Over 500 questions have been received on subject to date, station reports.

Dogs' Problems

DOGS with problems, diagnosis and cure of them, is format of *The Animal Clinic*, new 15-minute program beginning this month on WENR-TV Chicago. Stars of show are Dr. Wesley A. Young, head of Chicago's Anti-Cruelty Society, and his daughter, Lorie. Show's stage is examination room of vet's office where Dr. Young draws illustrations of problems on blackboard. Some situations are sent in by dog owners.

Direct from Florida

SPORTS Director Harold (Bud) Saidt of WBUD Trenton, N. J., has followed Trenton Giants baseball club to training camp in Florida. Interviews direct from there are heard on his *Sport Shots* show every evening at 6 p.m. Team's new manager, Chick Genovese, will be introduced to fans via Mr. Saidt's show.

Writers' Fuel

RADIO-MINDED aspirants vie thrice weekly in response to CKNW New Westminster, B. C.'s new program *Fuel For Thought*, aired Tuesday, at 8:15 a.m. Hal Yerxa, m. c., plays pop tune and asks listeners to write him telling how they would introduce number on the air. Following week, he presents best introduction sent in and sends winner small check as incentive to continue writing. Program is sponsored by Strickland Fuels.

WTIC Origination

WTIC Hartford's origination May 5 of *The Marjorie Mills Hour*, regular daily feature on New England Regional Network, will include tie-in with House and Garden Week, station reports. Show will be presented at Bushnell Auditorium where collection will be made to benefit Hartford Art School's scholarship fund. Horticulturist Allen Wood, who often appears on program, will tour gardens and broadcast his descriptions. He also will answer garden-problem questions submitted by audience at prebroadcast time.

ICE BREAKING

WBAY Holds Guessing Contest

IN WISCONSIN, when the ice of the Fox River goes out into Green Bay, it not only means that spring is near, but the breakup also occasions many friendly wagers as to whether or not it will occur by March 17. This year, WBAY Green Bay decided to capitalize on the event.

On a show called *Party Line*, WBAY announced that a raft of logs, painted bright red and sporting a gaily flying pennant, had been placed in the ice above a bridge near the heart of downtown Green Bay. WBAY stated that it wasn't offering any prizes but that the person who guessed closest to the time the raft would strike the bridge, would be honored as the epitome of something or other.

No sooner had the announcement been made than merchants started calling WBAY, offering all kinds of prizes to the winner. Thousands of guesses were sent in, the station reported, and on the morning of the last day, 6,800 cards and letters were received. The raft hit the bridge at 9:43:44 p.m. on March 23, and the young woman who guessed 9:45 on that day received all the awards, ranging from hams to a trip around the town in a taxicab. WBAY said the event will be one of its promotional features each year.

FIRE AT KICD

Damage Estimated at $75,000

KICD Spencer, Iowa, last Monday began broadcasting from temporary quarters after a weekend fire of undetermined origin had leveled a one-story, 12-room structure and enveloped all of the station's possessions. Damage was placed between $60,000 and $75,000.

With only a broadcast transmitter and 395-ft. tower intact and its staff on hand, KICD resumed operation Monday at 6 a.m. after its program department rebuilt the station's complete commercial schedule by memory, according to Ben Sanders, president and general manager. KICD aired spots of over 200 accounts without a miss, he added.

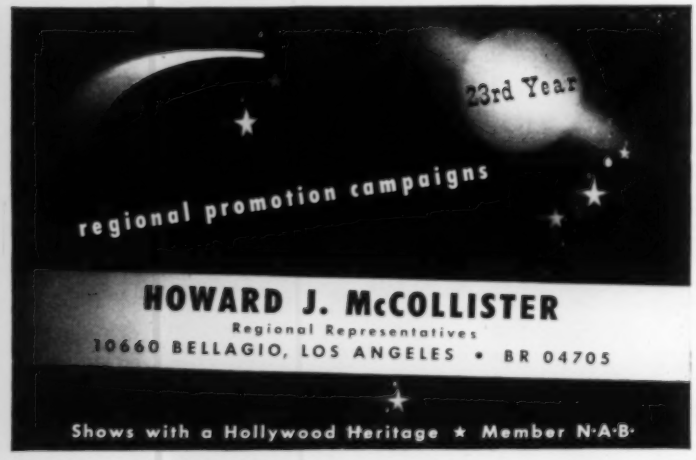
Station lost only 17 hours broadcast time through the combined efforts of a score of staff members, and the ingenuity of Chief Engineer Eldon Kanago and Program Director Mason Dixon, Mr. Sanders said.

The fire broke out about 30 minutes after signoff time Saturday, April 8 and within two hours had demolished the building. (KICD had held its 12th annual Easter egg hunt that afternoon.) A call to Collins Radio Co. at Cedar Rapids, Iowa, brought forth a 250 w transmitter and other equipment while the fire was still raging. A crystal was located at KBIZ Ottumwa and sent by plane to KICD. A number of other midwest stations also offered to help.

KICD is drawing plans for construction of a new station and meanwhile will continue to operate in temporary quarters until the new building is completed, Mr. Sanders said.

WNAX Bowling Tourney

TWO-DAY championship finals of the Five-State Bowling Tournament sponsored by WNAX Yankton, S. D., were held on Saturday and Sunday (April 15-16) in Sioux City, Iowa, when 216 survivors from a field of 9,300 bowlers competed for merchandise trophies and cash awards. Award presentation ceremonies and a roundup of the tournament were scheduled for broadcast by WNAX yesterday.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

HAHN ELECTED

Heads American Tobacco Co.

PAUL M. HAHN, vice president of the American Tobacco Co. since 1932 and president of American Cigarette & Cigar Co., a subsidiary, since 1940, has been elected president and chief executive of the company. He succeeds Vincent Riggio, who was elected chairman of the board at a meeting of the company's directors last week.

Mr. Hahn

Mr. Riggio had declined to stand for re-election as president because of his age—he is 73. He had been president of the firm since the death of George W. Hill in 1946.

The new president of American Tobacco Co. joined the firm in 1931 as director and assistant to Mr. Hill. He has been president of American Cigarette & Cigar Co. (Pall Mall) for past 10 years. Last year sales of Pall Mall cigarettes were 12 times what they were in 1939 before Mr. Hahn took over.

Edmund A. Harvey, treasurer of the company since 1936, was elected vice president in charge of sales. He has been a director of the company since 1932.

Harry L. Hilyard, who has been assistant treasurer and a director since 1936, was elected treasurer.

All other officers were re-elected.

ARROWHEAD

Operational Changes Set

OPERATIONAL changes are underway at Arrowhead Network, it was learned last week. Harry S. Hyett, station and commercial manager of WEAU Eau Claire, Wis., will also act as national sales manager of Arrowhead.

In another change already announced, Greg Rouleau, general and commercial manager of WJMC Rice Lake, Wis., becomes resident and promotion manager of WEBC Duluth, Minn., key station of the network. Walter C. Bridges, general manager of WEBC and of the network, continues in those capacities.

Further reshuffling is expected at other Arrowhead stations. The network includes WEAU WEBC WJMC WMFG Hibbing, Minn., WHLB Virginia, Minn., and WISC Madison, Wis.

ONE NOT
H. R. 7310
TO FORGET

Commercial

BILL KIRK, formerly with WEEK Peoria, Ill., joins local sales department of KFH-AM-FM Wichita, Kan. **JOHN EBERHARDT** joins station as office manager.

GORDON D. WALKER joins KTSL (TV) Hollywood as account executive. He was formerly in sales department of Blake, Moffett & Towne (paper wholesalers) and prior to that with Guggenheim Enterprises in sales capacity.

KBUC Corona, Calif., appoints **Joseph Hershey McGillvra Inc.** as station representative.

VINCENT R. BLISS Jr. joins Chicago staff of H-R Representatives Inc. as salesman. He formerly was with Fred W. Amend Co. and Grant Adv. Inc., Chicago.

KPIX (TV) San Francisco appoints The Katz Agency Inc. as its national advertising representative. KPIX is affiliated with both CBS and DuMont networks.

CHUCK MILICI, member of WMGM New York sales department, is the father of a girl.

INDUSTRIAL FILM

'Mycalex Story' Debuts At GE

EIGHTY-FIVE engineers and drafting supervisors attended the world premier of "The Mycalex Story," an industrial film, at the General Electric Co. plant at Schenectady on April 4. Executives of the company stated after the showing that the reception was enthusiastic and resulted in discussions of applications for the material which took most of the day.

The film is intended to show the properties of Mycalex and was written and produced by Sam Freed & Assoc., of Philadelphia. Scenes are presented from the Mycalex executive offices, 30 Rockefeller Plaza, New York; from the plant at Clifton, N. J. and of different adaptations of the material in production and in actual use.

NOTICE

Radio Luxembourg

is Europe's *only* privately owned station.

Radio Luxembourg

reaches over 10,000,000 persons every day.

Represented by:

Guy Bolam—175 Fifth Avenue, New York 10, N. Y. Telephone Plaza 3-5950

For further information, see our ad in the 1950 BROADCASTING Yearbook *on Page 355.*

Radio Luxembourg

DEAN NAMED

Heads S. D. Broadcasters

ROBERT J. DEAN, president and general manager of KOTA Rapid City, was elected president of the South Dakota Broadcasters Assn. at its meeting in Merrill. James E. Sweet, co-manager of KIHO Sioux Falls, is vice president, and Irving R. Merrill, general manager of KUSD Vermillion, was re-elected secretary-treasurer.

V. E. Montgomery, director of the business research bureau at the U. of South Dakota, spoke on "How the Business Research Bureau May Help South Dakota Broadcasters." The members passed a resolution commending activities of the Broadcast Advertising Bureau and recommended its continuation. Members heard a recorded speech by Maurice Mitchell, BAB director.

Two-year memberships on the five-man board went to Mr. Merrill and Mr. Sweet. Mr. Dean appointed the following persons to the legislative committee: Mr. Sweet, Ray V. Eppel, president of KORN Mitchell, and Robert R. Tincher, vice president and general manager of WNAX Yankton, retiring president.

Jones Elected

E. Z. JONES of WBBB Burlington, N. C., was elected president of the North Carolina Associated Press Broadcasters, at a meeting held March 23 in Greensboro. Mr. Jones succeeds E. J. Gluck of WSOC Charlotte. Others elected were: Ed Kirk of WPTF Raleigh, first vice president; William Melia, WWNC Asheville, second vice president, and Paul Hansell, Charlotte AP bureau chief, secretary. Gilbert Hutchinson, WBIG Greensboro, was host of the convention.

Any Way You Look At It . . .

KRNT is the *LEADER* in Des Moines,

THE CENTER OF THINGS IN IOWA

Highest Hooperated—Biggest Volume of Accounts—Highest News Ratings—Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, January-February, 1950, Shows:

MORNING	KRNT has a 56.1% greater audience than the No. 2 station.
AFTERNOON	KRNT has a 35.1% greater audience than the No. 2 station.
EVENING	KRNT is 4.6 percentage points below the No. 1 station.
SUNDAY AFTERNOON	KRNT has a 35.5% greater audience than the No. 2 station.
SATURDAY DAY TIME	KRNT has an 18.4% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS	KRNT has a 40% greater percentage than the No. 2 station.

THOSE ARE FACTS ADVERTISERS KNOW WHEN THEY BUY KRNT . . . THE STATION THAT CAN SAY: "ANY TIME IS GOOD TIME ON KRNT"

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

AM-FM-TV SETS

Dillard Reports Survey

TWO out of every five TV models are equipped to receive FM radio programs, according to Everett L. Dillard, NAB director for FM stations and owner of WASH(FM) Washington. The figure is based on an analysis of TV receiver specifications by Caldwell-Clements Inc.

The analysis shows that of 329 TV models made by 34 set manufacturers, 93 are equipped to receive both FM and AM. Another 38 types of receivers are equipped to tune FM but not AM programs, according to Mr. Dillard. He pointed out that the Caldwell-Clements analysis reveals that TV-FM combination sets outnumber TV-AM combinations nearly 10 to 1.

Four TV models were equipped with AM-only radio, or 1.2%, he said, whereas 38, or 11.5%, provided for FM-only reception in addition to TV. Forty-six set makers have no provision for reception of FM broadcasts on their TV models, but only four of the group made sets with AM reception with the other 42 devoting their TV production to TV-only models.

Preen Names Mathes

A. S. HARRISON Co., South Norwalk, Conn. (Preen, a cleaning and polishing wax), has appointed J. M. Mathes Inc., New York, as its advertising agency. Spring and fall campaigns using radio and television are being planned.

Promotion

FINDING itself as top-station in first Pulse survey of St. Louis metropolitan area and four adjacent counties, KMOX St. Louis summarizes report as part of promotional campaign. KMOX claims survey gave it the nod for both its CBS network and local programs.

Televiewers' Center

REFOCUSING its eyes on TV sets in Syracuse area, WSYR-TV that city, during first month of telecasting cooperated with set distributors to set up TV Information Center to handle inquiries on set tuning, programs and technical matters. Station reports first month's operation found 4,238 telephone calls received. Center was promoted by daily newspaper ads and by TV distributors in area.

KFUO 1949 Report

REPORT reviewing 1949 at KFUO Clayton, Mo., Lutheran Church-Missouri Synod station, has been issued. Folder outlines high points in last year's operations, expansion plans, financial status, programs and administration. Year was silver anniversary for station, celebrating quarter-century of religious broadcasting, according to KFUO's promotion piece.

'The Big Pitch'

BLUE-AND-WHITE folder topped with screaming eagle introduces advertising clubs and associations, media, agencies and advertisers organizations to "The Big Pitch", 16mm 20-minute color film offered by Raphael G. Wolff Studios, Hollywood 28, Calif. Film, dedicated "to better understanding, a greater appreciation of advertising", highlights advertising's place in the "American Way." Films available to advertising and related organizations at cost.

BAB's Last Call

BROADCAST Advertising Bureau's strip film, "How To Turn People Into Customers," issues "last call" to NAB member stations to turn in order blank for copies of 30-minute 35mm color movie. Film tells basic story of radio advertising to retailers. Also urged are last minute orders for BAB's direct mail series, which feature self-mailing jumbo-sized folders printed and illustrated in two colors. Price of film is $15 a copy. Sets of BAB direct mail series are $52 per complete set of 100 each of 13 different mailers.

Memos for Remembrance

ENGLISH morocco memo books have been distributed to advertisers by CKNW New Westminster, B. C. Books are 2 x 4-inch size and are engraved with advertiser's name on front and have CKNW microphone stamped in gold on inside cover. Pocket for business cards also is placed inside front cover.

Personnel

LOUIS C. OSWALD becomes publicity director of WHK Cleveland. He fills vacancy created by resignation of **C. T. CHRISTENSEN** who joins Philco Appliance Division of Strong, Carlisle, and Hammond. Mr. Oswald has been employe at WHK for more than three years in transcription department.

MAURICE E. BUNN appointed public relations director of CKY Winnipeg.

HAROLD W. SHEPARD and **NORMAN W. GLENN** appointed to NBC's radio sales advertising and promotion department, as sales promotion writers. Previously, Mr. Shepard had been with Concord & Jerus Sales Co. as advertising manager and Mr. Glenn was advertising salesman for Crowell-Collier Publishing Co.

JACK SNOW appointed sales research director of WING Dayton. He formerly was copy writer in advertising-promotion department at NBC in New York. He is also an author, currently writing series of "Oz" books for children.

RICHARD P. SISSON, WINS New York promotion manager, leaves to join Criterion Service Inc.

NELS BLAIR promoted to sales promotion manager of CHUM Toronto.

WQXR MOVES

Is Now in Times Bldg.

WQXR New York moved yesterday (April 16) to new quarters, twice the size of its former offices and studios, in the building occupied by its owner, *The New York Times*.

Arthur Hays Sulzberger, *Times* publisher, described the transfer of the station to larger quarters as indicating the *Times*' belief in continued growth of radio.

"The studios and equipment installed here," said Mr. Sulzberger, "incorporate the latest developments in sound broadcasting. It is evidence that, in our opinion, basic policy of WQXR—good music and factual news reports—is fundamentally sound.

"We believe that television is not a substitute for good music and the prompt dissemination of news by radio. The new plant we have built here is further proof of 'The New York Times' confidence in the continuing growth of WQXR and its faith in radio."

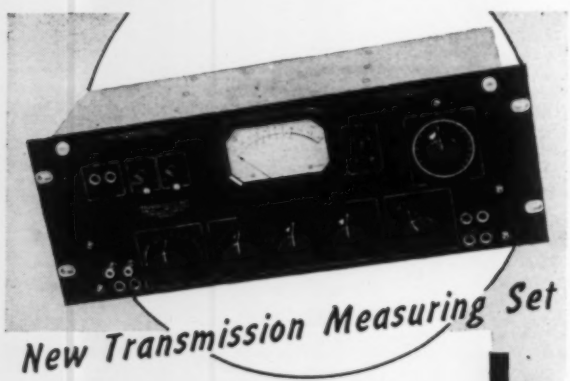
The new offices of WQXR, which previously was located at 730 Fifth Ave., are on the ninth and tenth floors of The Times Bldg., 229 West 43 St.

CATHOLIC RADIO

N. Y. Record Firm Forms

FORMATION in New York of Catholic Broadcasting Service to furnish transcribed material to Catholic groups conducting programs on community stations has been announced by Michael O'Brien, head of the organization. The broadcasting service will supply Catholic groups with transcribed talks by members of the clergy as well as transcriptions of vocal and instrumental liturgical music, Mr. O'Brien said.

According to the service's plans, its facilities are intended to implement local features rather than replace them. "It is expected that such a service will enable already overburdened groups to sustain a high standard of quality in Catholic radio and to continue their own vitally important participation," Mr. O'Brien said. First recordings are expected to be available for distribution on May 1. Recording laboratories will be located in Long Island City. Chief assistant to Mr. O'Brien is Charles L. Dodson and Margaret Elizabeth Mahon is secretary.



New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3

KEEPING CENTRAL NEBRASKA INFORMED

Central Nebraska is known for its agricultural and cattle resources. Custer County, in Central Nebraska, ranks 5th in the Nation in Corn Acreage and 12th in Cattle. KCNI is the dominant advertising force in Custer County.

Bud Crawford, Pres.
Virgil Cuckler, Mgr.

Custer County Broadcasting Co.
250 w Broken Bow, Nebr. 1490 kc
Mutual Broadcasting System

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL

HOOPER ERROR

KTUL Says Stations Not Notified

SERIES of charges involving accuracy of the Tulsa station ratings made by C. E. Hooper Inc. has been made by John Esau, KTUL Tulsa, newly elected NAB board member representing medium stations.

Mr. Esau further charges that after admitting the mistake in ratings the Hooper organization failed to take proper steps to undo the damage by notifying those who may have seen the original figures.

Mr. Esau told BROADCASTING last week that KTUL is "considering legal action to recover fees paid for dis-service rendered and punitive action to recover losses, both financial and prestige, because this has been allowed to go on and at this very writing [April 10] still no action has been taken to curb it."

KTUL's charges center around a series of Hooper calculations for Tulsa which inspired protests to W. Ward Dorrell, vice president of C. E. Hooper Inc. Despite the flaws which KTUL finds in the ratings, KTUL comes out in an excellent position, Mr. Esau claimed.

He declared Mr. Dorrell had conceded that mistakes had been make and added that in the case of one KTUL protest a new series of figures had been supplied. Mr. Esau added, however, that he felt the Hooper organization had not taken satisfactory steps to notify the proper persons about any mistakes that might have been made.

In an April 8 letter to Mr. Dorrell, Mr. Esau said after totaling month-to-month indexes:

It is my contention that 7% is far too great a margin to be considered ethical or correct. . . . It is my conviction that a statistical house must be without error, except for a slim calculation margin. We subscribe to such service as yours in the belief that errors such as these will not, cannot and must not happen. . . .

How much damage has resulted we have not yet analyzed but obviously, for the past 60 to 90 days at least, KTUL has suffered revenue, position and prestige losses through the nationwide circulation of damagingly incorrect figures and information. If this is not so—then where lies the value of a correct Hooper? There also exists a breach of agreement. For a fee Hooper agrees to deliver correct ratings. We have paid the fee but have not received the service for which we paid and a 'corrected index' though necessary at this time will not undo the harm wrought for the past few months or more.

Mr. Esau quoted a letter from Mr. Dorrell in part:

When your letter of March 28 was received, I immediately sent it up to our Production Dept. for a very careful check of our October 1949 through February 1950 Tulsa report. From a study of your letter, it was obvious that there was some error in the tabulation or calculation of the October through February and the January-February Station Audience Indexes. I regret that an error was made and hasten to give you the correct figures. . . .

Corrected indexes, with an accompanying Correction Bulletin, are being prepared and sent out at once. We are requesting clients to return the incorrect indexes. This will probably reach you by the time my letter does. Thanks for calling this to our attention. We sincerely regret any inconvenience that the publication of these incorrect figures may have caused.

VOCM St. John's, Nfld., granted increase in power from 250 w on 1000 kc, to 1 kw on 590 kc. CKOK Penticton, B. C., also given power increase from 250 w to 1 kw day and 500 w night on 800 kc. CKOC Hamilton given approval for emergency transmitter license.

News

JOE GALLAGHER, who assisted **Don Dunphy** during last season's baseball broadcasts on WINS New York, named news director of station succeeding **JOE DURSO.**

DEAN SEATON, formerly with KASA Elk City, Okla., joins KNOE Monroe, La., as sportscaster.

LUELLA ENGEL appointed farm director for WPFB Middletown, Ohio. She has been in radio since 1935.

LOWELL THOMAS, CBS newscaster, voted "America's favorite newscaster" in national listener poll conducted by *Radio & Television Mirror* magazine. He has won poll for three consecutive years.

JOHN McDONALD, farm director for WSM Nashville, Tenn., named honorary member of National Rural Youth organization. Station was host to NRY convention this year.

Revere

16mm Sound Projector...Magnetic Tape Recorder

Preferred by Radio and Television Studios because they're *dependable . . . economical . . . compact . . .* and *easy to operate.*

16mm Sound Projector

750-watt brilliancy . . . operates on AC-DC . . . 1600-ft. reel capacity . . . simple 4-point threading . . . speedy automatic re-wind. "Theatre-Tone" speaker doubles as carrying case; single compact unit weighs only 33 pounds.

$299.50

Magnetic Tape Recorder

Every voice and tone recorded and re-played with life-like clarity and fidelity. Full hour of recording on every reel. Tapes can be "erased" and used repeatedly. Simplified controls . . . time and footage indicator . . . easy portability.

$159.50

Foot Pedal Control

and Ear Phone attachment for private playbacks (Ideal for stenographers) optional at extra cost.

REVERE CAMERA COMPANY .:. CHICAGO 16

Advertisement

From where I sit
by Joe Marsh

Gabby Enjoys Going to The Dentist

One of my molars was giving me a bad time Tuesday afternoon, so I slipped over to Doc Jones, hoping to catch him free. When I arrived, Gabby Jackson was sitting reading a magazine. I said hello to Gabby and he nodded.

Doc says I'm next. "Wait a minute," I says. (My tooth seemed to have stopped aching.) "How about Gabby—doesn't he have an appointment?" Doc smiles and says, "Gabby? Why, he's got the finest teeth in the county. He just comes up here and reads the magazines whenever he's in town!"

As Doc settled down to work he told me that he's glad to have Gabby come up and read magazines . . . they might not all be fresh off the newsstand, but if Gabby—or anyone wants to while away some time who is he to stand in their way?

From where I sit, this "live and let live" spirit helps make America what it is. If I happen to prefer a friendly glass of beer with my supper and you prefer milk—who's to say one's right and the other wrong?

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Allied Arts

STANDARD RADIO Transcription Services Inc. announces addition of Broadcast Relay Service, Valletta, Malta (G.C.) as subscriber to its full basic transcription library. Three quarter-hour weekly programs, *Sports Parade*, distributed today (April 17) to subscribers by firm. Designed for local sales, series is released to coincide with start of major league baseball season. Programs each include five-minute feature story on well known sports event or personality. Standard also is offering subscribers additional transcribed interviews with leading national sports figures, on separate fee basis.

WILLIAM RALSTON, public relations and television representative on staff of Mayor Fletcher Bowron, Los Angeles, resigns to enter commercial television work.

HARRY S. GOODMAN Radio Productions, New York, appointed exclusive distributor of TV films, *You Can Dance*. Films, produced by Telecraft Films Inc., are available for 15 minute programs.

RAYMOND KEANE Adv., Los Angeles, packaging quarter-hour transcribed *Bill Hay Reads The Bible*. Program will be offered to stations.

CHRIS MATHIESEN, former radio editor of *Washington* (D. C.) *Star* and in recent years on Capitol staff of that paper, resigns to become secretary to Rep. Burr P. Harrison (D-Va.).

ALERT PRODUCTIONS, radio and television production firm, opens offices at 8210½ Sunset Blvd. Phone is Hollywood 9-7093. **JOHN LONGWELL** heads firm in charge of administration and sales, **JACK LITTLE** and **CHUCK BENEDICT** assist as co-production heads.

Equipment

LEONARD C. TRUESDELL elected vice president in charge of radio for Zenith Radio Corp., Chicago. He has been with company as sales manager of household radio and TV since September. He is former vice president in charge of marketing for Hotpoint and Kansas City manager for Frigidaire.

MILES F. LECHE, president of Leche & Leche Inc., Dallas advertising agency, is vice-president of newly-chartered Texas firm, **Rogers, Leche & Wickman Inc.,** distributors of appliances in North Texas. Lines include Stromberg-Carlson television, radio and combination sets. Company has set up dealer organization of 700 retailers in 101 counties.

J. BENTON MINNICK appointed national merchandising manager of television for Motorola Inc. **HOWARD C. HANDWERG** appointed to similar post for auto radio division.

HARRY E. WHITTEMORE Jr., formerly manager of Tower Lighting Div. of Hughey & Phillips, Los Angeles equipment manufacturer, forms his own manufacturing company under name of **THE WHIT Co.,** at 313 N. Edinburgh Ave., that city.

FAIRCHILD RECORDING EQUIPMENT Corp., Whitestone, N. Y., puts new group of cartridges for disc playback on market. All styli are precision ground, uniformly polished and inspected diamond jewels, firm reports.

RICHMOND TELEVISION Corp. formed by **NATALIE KALMUS** of Technicolor Inc., and **J. A. RICHMOND,** Los Angeles furniture designer. Firm offering console size sets, with smallest screen 16 or 19 inches. Cabinets are made to accommodate new 23 inch screen when it appears on market. Sets to bear name "Natalie Kalmus Television" are made for black-and-white but can be converted to color, according to corporation principals.

RADIO-TV SET ADS

D. C. Group Sets Standards

VOLUNTARY standards designed to eliminate false and misleading advertising of radio and television sets have been adopted by the Better Business Bureau of Washington, D. C. The suggested standards are mainly designed to clean up "bait" advertising or sale copy in which the public is allegedly attracted into stores by claims which omit basic model data.

The bureau developed the standards after receiving numerous complaints from the public. Local retail organizations cooperated and agreed to subscribe to the provisions. Most Washington dealers are "in line," according to Mrs. Sally Muchmore, assistant bureau director who directed preparation of the standards. "Washington retailers should be congratulated for adopting the voluntary standards," she said.

KEX
PORTLAND, OREGON
USES
Magnecorder

PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

TULSA AM GRANT

Proposed for KOTV(TV) Owner

GEORGE E. CAMERON Jr., owner of KOTV (TV) Tulsa, won an FCC examiner's initial decision last week in his bid for authority to build a new Tulsa AM station on 1340 kc with 250 w.

On the basis of program plans and local ownership and operation, Examiner J. D. Bond proposed a grant of Mr. Cameron's application and denial of the application of Kenyon Brown, Texas - Oklahoma broadcaster, who is seeking the same facilities, also at Tulsa.

Under FCC procedure, an examiner's decision becomes final 40 days later unless Commission review is requested. A grant of either application would give Tulsa its seventh AM station.

Mr. Cameron, Tulsa oil man, plans to divide 30% of his 100% interest in the proposed station equally between Mrs. Helen Alvarez, proposed station manager, and John B. Hill, proposed commercial manager, as he did in the case of KOTV, FCC reported. Mrs. Alvarez and Mr. Hill hold positions with KOTV similar to those proposed for them in the AM operation.

Time for Duties

Examiner Bond pointed out that the rival applicant, Mr. Brown, who is general manager and 5% owner of KWFT Wichita Falls, Tex., expected to devote about 50% of his time to his proposed Tulsa station. Further, the decision said:

Mr. Brown's unfamiliarity with some network programs to be broadcast by him, his justification for offering them based upon their highly rated popularity and upon the necessity for carrying network commercial programs, his election to refrain from enlisting the cooperation and assistance of Tulsa civic, religious and educational groups in the local programs proposed, and his failure to detail by testimony or exhibits the nature and character of program service to be offered in the event of non-network operation, are persuasive evidence that he has exercised substantially less diligence and foresight than that exercised by Mr. Cameron and his associates in undertaking to gauge, ascertain and definitely serve the interests and needs of the listeners of the Tulsa community.

In contrast, the Cameron program proposal is supported by: an evident familiarity on the part of Mrs. Alvarez with the network and local programs to be broadcast; by personal explorations of the radio needs and interests of numerous Tulsa community leaders; and by detailed schedules of programs to be broadcast for either a network or a non-network operation. . . .

It was noted that both applicants submitted program data which assumed affiliation with Mutual. The decision continued: "In view of the fact that the Commission's records now indicate, as somewhat anticipated by each applicant, that a new and more powerful station in Tulsa has become affiliated with [Mutual], we cannot escape the conclusion that the type, character, origin, content, derivation and talent participants in the programs to be broadcast by Mr. Brown are virtually unknown to us and therefore cannot be held to promise a service in the public interest." (KOME is Mutual's Tulsa affiliate.)

Mr. Brown, in addition to his connection with KWFT, owns 18% of KGLC Miami, Okla., 24% of KBYE Oklahoma City, and is vice president and 0.025% owner of KEPO El Paso, Tex. He also engages in advertising consultant work and is part owner of a Dallas theatre.

1950 **April 17** 1950

Call Frazier & Peter re: Equating AM-FM-TV in Our Business Plans

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

Technical

GEORGE HOOPER, WIBG Philadelphia transmitter supervisor, named chief engineer. He takes over position that has been vacant since October 1948, when **JOHN HENNINGER** was advanced from chief engineer to technical director of WIBG-AM-FM and also television for station. Mr. Hooper joined station's engineer staff in 1936 and became transmitter supervisor in 1943.

BILL SABO resigns from WCAE Pittsburgh, to join engineering staff of WWJ Detroit.

JOHN FULLER, engineer at WBBM Chicago, is father of a girl.

NEW CATALOG giving details on various microphone models manufactured by Turner Co., Cedar Rapids, Iowa, currently being distributed.

NEW voltage supply called "Solavolt" Type CVL, designed as precision source of regulated voltage with minimum harmonic distortion, is being manufactured by Sola Electric Co.

Ayora Visits U. S.

ECUADORIAN radio official, Luis Fernando Ayora of Quito, who directs Ecuador's cultural radio station, Casa de la Cultura, spent two weeks in Washington on the first leg of his extended three-month tour of the United States. He is observing script-writing methods, announcing techniques and program direction employed by commercial U. S. stations and State Dept.'s Voice of America. Mr. Ayora formerly was program director of HCJB (La Voz de los Andes) and recently was named to head the cultural station, which is government-financed.

RCA
TUBES ...
the standard of comparison
892-R
RCA
For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

KDYL At Store Opening

CLAIMING a new record in the Salt Lake City, Utah, market for concentration of remote broadcasts and telecasts for a store opening, KDYL-AM-TV has reported it handled nine radio remotes and a two-hour television variety show from the store for the opening of Beers-Bigelow, new Salt Lake City television and appliance mart. KDYL reported that radio and television coverage coincided with the three-day opening of the new show, March 31, April 1 and April 3.

Canada BBM Booklet

THE Bureau of Broadcast Measurement, Toronto, Ont., has announced publication of its booklet, *Canadian Radio Homes Estimates —1949*. The booklet, it was pointed out, consists of the basic figures that will be used in *BBM Station Reports* when the 1950 survey is completed. With the exception of Newfoundland, all Canadian provinces are covered. When data for that province has been compiled, tabulations will be issued for insertion in the booklet, it was stated.

DIFFERENT high school choirs from all over the country featured in six-week series, *Green Cross Song Festival*, over NBC.

LANG-WORTH
FEATURE PROGRAMS
SELL JEWELRY!

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

REGULATORY PLAN

Canada Group Makes Proposal

SPECIFIC PROPOSALS for an independent Canadian radio regulatory body were made in a brief before the Royal Commission on Arts, Letters and Sciences at Ottawa on April 11 by the All-Canada Mutually Operated Stations. The proposal calls for creation of an Independent Radio Broadcasting Board consisting of a chairman from the judiciary and a number of persons selected for their ability to bring objective consideration to the matters submitted to them.

The Dept. of Transport would be the policing body to enforce regulations, to hear applications for licenses, and to suggest regulations. The board would be the final deciding body for license applications and regulations from the Dept. of Transport and others. The board would also set fines, cease and desist orders, suspension of license and other punishments for broadcasting stations, but there would be appeal from the board to the Governor-General-in-Council and the Supreme Court of Canada. Networks would be allowed private stations within certain protective legislation.

TRANSIT RADIO

St. Louis Plans Disaster Use

TRANSIT RADIO, now in operation on 1,000 of the busses and streetcars in St. Louis, would play a vital role in the emergency mobilization plans of the St. Louis police department, according to Lt. Col. Curtis Brostron, police inspector.

Lt. Col. Brostron made the observation April 6 at a meeting of representatives of public and civic organizations, the press and radio. The meeting resulted from initial steps toward formation of an overall liaison committee to cope with any major disaster. Under the committee's plans, busses of the public service company would be pressed into service for a wide variety of uses.

Outlining how Transit Radio (furnished in St. Louis by KXOK-FM) would be employed, Lt. Col. Brostron cited the example of a possible plane crash in the downtown area. Such an incident, he pointed out, would necessitate the "signal white" or second phase of the mobilization plan which is divided into three main phases. He said that additional police and personnel from agencies represented on the liaison committee, would mobilize at police headquarters. From there, he continued, they would be dispatched by bus to the emergency area and, while on their way to the scene of the disaster, would receive instructions by Transit Radio, avoiding any loss of time.

BIDS for $15 million worth of tactical radio sets will be invited in latter part of this month by Army Signal Corps.

Production

ROBERT PERRY, m.c. of *Melody Merry Go Round* on WLAW Lawrence, Mass., appointed program consultant for station.

HELEN BROOKS, formerly director of childrens programs at KAVE Carlsbad, N. M., appointed director of women's programs for WFBR Baltimore. She succeeds **MARTHA ROSS TEMPLE**, resigned.

Miss Brooks

JOE VAN POPPEL, graduate of Academy of Radio Arts, Windsor, Ont., joins staff of CJIO St. Thomas, Ont., as announcer.

GUY WALLACE named to handle live studio commercials on *Amalie Magic Theatre* on WCBS-TV New York. He was formerly on announcing staff of CBS Chicago and is affiliated with WFDR (FM) New York. **LINDA STEVENS**, former motion picture actress, joins WCBS-TV show as assistant to "The Great Volts."

VAUGHN STOREY, formerly staff man with WLBC Muncie, Ind., joins staff of WONE Dayton, Ohio. **DAN PRICE**, formerly with KWBE Beatrice, Neb., also joins WONE.

DICK COBB joins production staff of WBZ Boston, replacing **JOHN McLEAN**, moved to WBZ-TV production. **JOE POTIER** and **DICK WARD** also have joined production staff of WBZ.

HAL HACKADY, former CBS writer and author of *Quizzing The News*, on WJZ-TV New York, joins WNEW New York continuity department.

PHIL SANDY, formerly of CHML Hamilton, joins announcing staff of CHUM Toronto.

JOHN LEWELLEN, program director of *Quiz Kids* (NBC AM-TV), awarded medal in Boys' Clubs of America 1950 Junior Books competition for *You and Atomic Energy*, which he wrote last year.

BOB STEVENSON, CBS announcer, replaces **TERRY O'SULLIVAN** as announcer on CBS Jack Smith, Dinah Shore, Margaret Whiting Oxydol Show.

SHELDON KAPLAN, recent U. of Southern California graduate, joins KLAC-TV Hollywood studio stage crew. **CALVIN REED** joins station's remote stage crew.

ED SULLIVAN, host of CBS' *Toast of the Town*, presented *TV Digest* Award by Philadelphia Mayor Bernard Samuel at special performance of program over WCAU-TV Philadelphia.

GEORGE COMTE, announcer at WTMJ Milwaukee, is author of song, "I Went for a Walk in Oconomowoc," which is due to be released by London Records.

MIRIAM McGARVEY joins continuity editing staff at WBBM Chicago, replacing **MARJORIE RETZKE**, resigned to be married.

FRANK K. DANZIK, radio producer, is the father of a girl, Priscilla Ann.

AIEE North East Meet

THE North Eastern District of the American Institute of Electrical Engineers will hold a three-day meeting April 26-28, at the Sheraton-Biltmore Hotel, Providence, R. I. Highlight of the session will be a meeting of the institute's board of directors on Thursday, April 27. Information can be obtained from H. C. Rankin, chairman of the registration committee, % Narragansett Electric Co., Providence, R. I.

WTTN
WATERTOWN
Wisconsin

Serving Central Wisconsin
(Richest Farm Market in the World)

Covers Wisconsin's Last Radio Void

Albert B. Gale
President

Carl V. Kolata
Sec.-Treas.

- Local, Regional, Farm and National News
- Station Specializes in Local News (3 local newscasts a day)
- Music tailored to local taste

WTTN went on the air April 2 with local, state and national dignataries participating.

66% of its time was sold before inaugural day: 7 national and 9 regional accounts, rest local.

6 NBC productions have been sold locally

Signal heard far west as LaCrosse, far east as Milwaukee.

Tower is 228-ft. high, in the heart of Watertown on Wisconsin National Bank Bldg., with its roots in nearby ROCK RIVER.

Entire staff has worked together for 10 years.

WATERTOWN RADIO, INC.
Watertown, Wisconsin
WTTN

Spot's High

(Continued from page 112)

for distribution or other reasons, they can not use network radio. The Entertainment and Amusement advertisers are a good case in point. Where they spent less than $10,000 on the networks in 1949, their net spot appropriations were approximately $2,352,000. The Publishing and Media field, which bought over $2 million net in spot time, spent $911,814 on the networks.

Spot users are a much more diversified group than those which buy network time. While there were only 241 network users reported in 1949, spot business was placed by several times this number of advertisers. The leading network user in 1949, Procter & Gamble Co., spent over $17.3 million gross in the medium, more than was spent in all but the top spot product classification. Food and Food Products.

Network business is highly concentrated in the top five product classifications with a total of almost 74% of all expenditures. In the spot field only 52% went to the top five. On the networks these five product groups were: Food and Food Products, Toiletries, Smoking Materials, Drugs and Remedies, and Soaps, Cleansers and Polishes.

Average spot business received by the clear channel stations for the years 1946-48 totaled $428,701 per station. This is based on data released by the FCC from station financial reports and does not include network owned and operated outlets.

During the same period regional stations averaged $73,943 per year from spot. The spot business on local stations averaged $13,602.

The dollar appropriations made to total clear channel stations and total regional stations in the three-year period were very similar. In 1948, for instance, approximately $43.8 million was spent for spot on clear channel stations and $41.2 million on regionals. In the other two years studied the variation was not this great. The difference in per station average revenue comes, of course, from the greater number of regional outlets.

Spot in '49

(Continued from page 120)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
Modern Industrial Bank									1	1	1	1
National Shoes	7	7	7	7	7	7	7	6	7	7	7	7
N. Y. Central RR	17	15	15	15	15	15	15	15	15	15	15	15
N. Y. Daily News												2
N. Y. State Savings Bank										4	4	4
Northeast Airlines		8	8	9	9	9	15	15	15	11	12	12
Nu-Enamel Corp.							1	1	4	4	4	*
Paramount Pictures (N.Y.)	15											
Peerless Sheets	18	18	18	6	6	6	6	6	6			
Prudential Ins. Co. of America	1	1	1	1	1	1	1	1	1	1	1	1
R. K. O. Radio Pictures							2					78
Rap-In-Wax	1	1	1	1	1	1	1	1	1	1	1	*
Raritan Valley Farms, Inc.									1	1	1	
Reading Anthracite	9	9	10	10	9	8	8	8	8	8	8	9
Regal Shoes						2	2	2	2	2	2	2
Reynolds Wrap											3	3
Rheem Mfg. Co. (Household Appl.)	2											
Ronson Accessories	20	20	20	20	20							
Sage Air Refresher	1	1	1	1	1	1	1	1	1	1	1	1
Santa Fe Railway				3	3							2
Satina						1	1	1	1	1	1	1
Southern Pacific RR			1	1								
Speakman Plumbing Fixtures		2	2	2	2					2	2	2
Steinway & Sons									1	1	1	1
Stevens, Patricia, Model School	7	7	10	10	10	10	6	5	6	6	8	8
Travelers Cheques					4	4	4	4				
2-In-1 Shoe Polish	3	3	3	2	2	2	1	1	1	1	1	1
Union Electric Co. of Missouri	4	4	4	*	*	*	*	*	*	*	*	*
United Airlines			1	1	1	2	2	2	2	3	3	4
United Florists Trades Assn.											1	1
Valley Church of the Air	6	6	6	6	6	6	6	6	6			
Weatherseal Screens & Storm Windows	3	3	3	1	1	1	1	1	1	1	1	
Yankee Shoes								1	1	1	1	

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Tailored RADIO-TELEVISION PICTURE ALBUMS FOR YOUR STATION AT NO COST TO YOU . . .

We have THE outstanding radio-television promotional program. It's a proven way to add both audience and advertisers . . . proven by hundreds of radio stations over the past 12 years — now proven a "natural" for television, too! Each colorful, superbly-executed album is individually prepared — "tailor-made" for you and distributed throughout your area. Exclusive — available to only one station in any city. Profitable — no cost to you or your listeners. Simple — let us tell you how it's done!

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Respects

(Continued from page 92)

balance, Mr. Kaye went to work for the theatrical Shuberts, as their counsel.

He had worked for the Shuberts for several years when Ralph F. Colin, a member of the firm of Rosenberg, Goldmark & Colin, then and now counsel for CBS, invited Mr. Kaye to join the firm. In 1932, two years after he had done so, Mr. Kaye became a partner.

In those days CBS did not maintain as extensive a law department of its own as it has in later years, and Mr. Kaye performed almost all the network's legal work, except FCC matters. Although such labors were extensive, Mr. Kaye gratefully assumed other jobs, lest he languish in the torpor of a 10-hour day.

Through the '30s and early '40s he represented the NAB in copyright hearings before Congress.

He was a member of the broadcasters' committee that negotiated with ASCAP in the early '30s when the licensing group first invoked its percentage basis of assessing fees.

In 1939 he was retained by the NAB to blueprint the organization that eventually become BMI.

Mr. Kaye's role in the ensuing few years of the battle with ASCAP and the emergence of BMI was monolithic. In the formative period of BMI, even he was satisfied that there was enough to do. It was not unusual for Mr. Kaye to get in a day's work in New York, take a night plane to, say, Los Angeles, hold a two-hour conference with broadcasters there, return by plane to New York and, upon arrival, resume the work he had left upon departure. He was occasionally frustrated by such distractions as sleep during this hectic period, but he made every effort to keep them at a minimum.

As executive vice president and general counsel of BMI from its formation, Mr. Kaye, more than any other individual, was responsible for its success (see story this issue).

By 1947, when BMI's place in broadcasting music seemed assured, Mr. Kaye found the security of that situation alarming. He decided to quit as the chief executive officer so that he could devote time to his numerous other interests.

Called 'A Publisher'

The incident that provoked his decision was the appearance of his picture in a music trade magazine with the caption "prominent music publisher."

"I decided that it was time I returned to the law," he said.

Mr. Kaye stepped out of the executive vice presidency, although continuing as vice chairman of the board and general counsel. Carl Haverlin, at the time vice president in charge of station relations of MBS, became BMI president.

At the height of the BMI pressure, in 1941, Mr. Kaye was retained by the newpaper-radio committee to represent it at FCC proceedings looking into newspaper ownership of radio stations. Mr. Kaye regards his contribution to that work as one of the most satisfying of his career.

It was during those proceedings that he set a precedent in FCC procedures. Until then the right of cross-examination had not been granted at FCC hearings, and it was Mr. Kaye who successfully argued for the establishment of such a right.

The tactics used by Mr. Kaye to try the newspaper-radio case hinged upon his belief that newspaper-owned stations were indistinguishable from any other stations and that to deprive newspapers of the right of owning stations would be to imperil the rights of free speech.

Among the witnesses summoned by Mr. Kaye to support his plea was Arthur Garfield Hays, who provided eloquent testimony as to the belief that the abridgement of a newspaper's right to own a station would be also an abridgement of Constitutional guarantees of freedom of speech.

Another fulltime activity that Mr. Kaye undertook in the midst of the formation of BMI was marriage. In 1940 he wed a New York girl, Muriel Gray, who, like her husband, is not addicted to idleness. At the moment she is director of the League of Women Voters in New York.

Such weekends and summer vacations as they find possible to take, the Kayes spend at their 170-acre farm at Cornwall Bridge, Conn., a two-and-a-half-hour trip from New York.

Their concept of lazy country weekends and summers is vigorous agriculture. Mr. Kaye in recent years has developed as shewd an eye for a tomato as for a tort. He is in charge of the vegetable garden while Mrs. Kaye supervises the flowers.

Last summer, when Connecticut was plagued by prolonged drought, the gardens of the Yankee farmers who had worked the soil of Cornwall Bridge for generations shriveled and died. The crops of City Slicker Kaye, who was born, raised and still a resident in the same block on Manhattan, were bountiful. He had thoughtfully planted in shaded bottom lands. The amateur gardner kept his professional neighbors in vegetables throughout the summer.

Mr. Kaye's professional memberships are numerous. Last year he held chairmanships of the Copyright Committee of the Assn. of the Bar of the City of New York and of the copyright committee of the Patent, Trade Mark and Copyright Section of the American Bar Assn., the only instance of any individual holding both simultaneously.

He is a member of the UNESCO panel of copyright experts, of the New York State and County Bar Assns. and of the FCC Bar Assn. He belongs to the Lawyers Club, the Lotos Club of New York, the New York Radio Executives Club and to the Radio Pioneers Club.

JACK HINES (l), program director of WTAM Cleveland, receives the Ohio Safety Council's "Outstanding Achievement Award" for the station's half-hour show, *Give Death a Holiday*. J. C. Hiestand, president of the safety council, makes the presentation. WTAM also contributed 822 safety announcements, a program featuring Ralph DiPalma, racing driver, and a show with J. T. Smith, vice president, Greater Cleveland Safety Council and chairman of the Mayor's Traffic Safety Education Committee.

CO-OP DRIVE
Blackstone Sponsors Contest

TO SPARK its factory-approved dealer cooperative radio advertising campaign, Blackstone Washing Machine Corp. is sponsoring a contest among its 15 district managers with prizes for those who bring in the greatest number of radio contracts for the company's three transcribed programs.

The programs—*Blackstone the Magician, The Phil Brito Show,* and *Smilin' Ed McConnell*—are produced for Blackstone by Charles Michelson Inc., New York transcription program producer. Each is a quarter-hour show and dealers and distributors will be urged to sponsor them under a 50-50 cooperative arrangement.

Factory is offering a Longines men's wrist watch, Wittnauer men's watch and a Parker "51" pen-and-pencil set as first, second and third prize, respectively. With the contest scheduled to get underway this week, contracts already have been signed, according to Charles Michelson Inc., for one of the three programs on:

WGRA Cajro, Ga.: WTBC Tuscaloosa, Ala.; KGYN Guymon, Okla.; WRNO Orangeburg, S. C.; WIHL Hammond, La.; KTTS Springfield, Mo.; WFOM Marietta, Ga.; KFJI Klamath Falls, Ore.; KTIP Porterville, Calif.; KORE Eugene, Ore.; KPAS Banning, Calif.

OHIO U. PROJECT
Students Plan Ad Outlays

PLANNING and working out theoretical advertising budgets of $50,000 each, in cooperation with Cincinnati advertising men, have resulted in prize awards to five Ohio State U. radio advertising students.

The project was sponsored by the Advertisers Club of Cincinnati under direction of Howard Campbell of Gardner Publications Inc., club board member. Each student, in effect, became advertising manager of a company and was given between March 1 and May 30 to set up their campaigns with the theoretical $50,000 budget. Forty papers were submitted.

The winners, members of Dr. Kenneth Dameron's radio advertising class, are: Hilda Roller, Cleveland; William Smith, Parkersburg, W. Va.; Robert Rapp and Russell Raymond, both of Columbus, and Karl Dicken, West Jefferson, Ohio.

FM PROMOTION campaign at WTAG-AM-FM Worcester, Mass., given extra boost by switching station breaks to read, "WTAG—FM and AM."

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

CONTACT

McGILLVRA'S

N.A.B. HEADQUARTERS

STEVENS HOTEL

APRIL 17, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

channel

SEE the BROOKLYN DODGER GAMES

telecast only on

WOR-tv

channel 9

Here's one of the things that's making WOR-tv the biggest station being t-viewed on the Eastern Seaboard!

Are You Serious About Getting the Most for Your Advertising Dollar?

In Los Angeles, TV Station **KTLA** ***delivers a larger average evening audience than the leading network*** **radio** ***station — at just about half the cost.*** And delivers an average audience as big as its 3 nearest TV competitors combined — at ¼ cost!

KTLA's average evening share is a healthy 15% of the combined radio-and-television audience in Los Angeles . . . more than twice the share of its closest TV competitor in this 7-TV-station market. KTLA advertisers also pick up a bonus—31% of San Diego's televiewers who receive KTLA's strong signal direct, 125 miles distant.

Amazing? Make us prove it.

WRITE FOR ANALYSIS OF LOS ANGELES RADIO-TV COVERAGE.

KTLA
Paramount Television Productions Inc.

CHANNEL 5

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

National Press Bldg. Washington 4, D. C.

APRIL 17, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

SET MAKERS BALK?

CBS Color Manufacture Is Hearing Issue

CBS COLOR got one of its biggest breaks of FCC's current television hearings last week, while FCC counsel and manufacturers' witnesses tangled over the prospects of set makers producing—or refusing to produce—receivers that will accommodate the CBS system.

The threat of "compulsory government action" was raised again—if government has such authority—as an ultimate method of forcing manufacturers to produce sets adapted to receive the otherwise non-compatible CBS system.

Brig. Gen. David Sarnoff, board chairman of RCA, or RCA President Frank Folsom was slated to testify on the production question, possibly this week, after RCA counsel waved aside FCC Assistant General Counsel Harry M. Plotkin's request for a subpena to compel them or appropriate high-level RCA officials to appear.

Mr. Plotkin's subpena request came after Dr. Elmer W. Engstrom, RCA Labs. vice president in charge of research, testified RCA did not know whether it would produce receivers or adapters for the CBS system if its non-compatible technique is approved.

Smith Testimony

David B. Smith, Philco vice president in charge of engineering, testified earlier that his firm would "make what the public demands" if only the CBS system is adopted, probably manufacturing both standard black-and-white and CBS color sets as well as combinations.

Mr. Smith reiterated his preference for a "compatible" system, such as RCA's, and opposed adoption of multiple standards or, at this time, anything more than broad general standards for any one system. Though he considered it a question for management, he thought Philco would be "very reluctant" to broadcast CBS color on its WPTZ (TV) Philadelphia "at this time," but would be "very happy" to carry all network programs in color if the RCA system is approved.

Mr. Plotkin cut short his cross-examination of RMA President R. C. Cosgrove in protest that he was getting no useful information in his effort to determine probable RMA policy if non-compatible—CBS—standards are adopted. He questioned the advisability of permitting trade organizations like RMA to participate in such proceedings noting member companies are thus "insulated" from appearing in their own behalf.

The break for CBS color came in the form of reports submitted by E. W. Chapin, head of FCC's Laboratory Division. The reports credited the CBS system with generally superior color reproduction and definition, noted relatively low costs of adapting existing monochrome sets to receive CBS color in black-and-white, and, on the basis of preliminary tests, asserted the "probability" that in-channel interference with the RCA system is about twice as great as for standard monochrome.

Mr. Chapin's data—on which he has not yet faced cross-examination, and prepared before RCA demonstrated its new tri-color tube—also appeared to strike a blow at the feasibility of establishing dual or multiple color standards except on a relatively short-term basis, holding that different allocation plans might be necessary for RCA and CBS systems.

Chapin Reports on CTI

With respect to Color Television Inc.'s system—the third under FCC study—Mr. Chapin said CTI had supplied no color receiver, but that "because of the degree of degradation of the CTI picture as received in monochrome, there is serious doubt whether the system is either compatible or adaptable."

Laboratory Division tests, Mr. Chapin said, tended to substantiate CBS' and RCA's own estimates of the interference ratios which would be required for their respective systems for normal tolerance and offset co-channel operations.

He thought "a figure near 30 decibels" for offset operation would be sufficiently accurate for allocation purposes under either system, but emphasized this figure represents the "tolerable" value for satisfying only 50% of the listeners in a given region. Available data, he said, indicate the RCA color system "may require some 3 db more protection from offset co-channel interference than the CBS system."

From the standpoint of co-channel interference to the reception of either CBS or RCA color in monochrome, Mr. Chapin reported "no significant variation from the values required for the reception

(Continued on page 157)

FLANAGAN HITS P&G

Charges Rate Freezes

T. F. FLANAGAN, managing director of the National Assn. of Radio Station Representatives, last week charged that Procter & Gamble was seeking three-year rate freezes from television stations on which it was placing its *Beulah Show*, scheduled to start next fall on ABC-TV.

The P&G agency, Dancer-Fitzgerald-Sample, submitted an explanation that was at variance with Mr. Flanagan's statements.

Mr. Flanagan, in a letter to Howard Morgens, P&G vice president, said that stations were "appalled by your action, through your advertising agency, Dancer-Fitzgerald-Sample, and the ABC network, for a three-year freeze on television rates for the *Beulah Show*."

Cites Morgen's Speech

The NARSR executive recalled Mr. Morgens' outline of P&G policies regarding radio and television rates before a New York Radio Executives Club meeting a fortnight ago [BROADCASTING, April 10]. Mr. Morgens, in the address, said P&G looked forward to future declines in radio time rates and to future increases in television rates.

A spokesman for Dancer-Fitzgerald-Sample told TELECASTING that Mr. Flanagan was not correct in stating that rate protection for three years had been sought.

The spokesman said that stations had been asked to accept the program on firm two-year contracts at present rates with an option for renewal the third year at rates not exceeding an increase of 33⅓% over present levels. Further, he said, the contracts would call for a full 52 weeks of telecasts per year, without summer hiatus.

Twenty stations have already accepted the proposal, the spokesman said.

The P&G proposal for its forthcoming *Beulah Show* is not unlike that made a year ago by General Mills for its *Lone Ranger* television show—also placed by Dancer-Fitzgerald-Sample and also on ABC-TV.

"Difficult To Understand"

In his letter to Mr. Morgens, Mr. Flanagan said:

"It is difficult for the broadcasting industry to understand why AM rates must be adjusted in certain instances to audience changes while at the same time you ask that television rates be held in a low bracket vise that prevents their being adequately adjusted for changes in audience."

Mr. Flanagan added that Mr. Morgens could "back up with action your excellent address at the Radio Executives Club if you will now withdraw your three-year request and content yourself with the usual trade practice of 26 weeks' protection, which under the circumstances is most generous in the television medium."

The Dancer-Fitzgerald-Sample spokesman said that one element of the proposal that was favorable to stations was that the *Beulah Show* would be 28½ minutes long, in comparison with the more common "half-hour" program length of 29½ minutes.

He pointed out that this would enable stations to sell a minute more for local announcements than is usually possible.

In his letter to the P&G vice president, Mr. Flanagan said that NARSR members represent two-thirds of all television stations now operating.

"I hope," he wrote, "that the ABC network will show you the telegrams and letters they are receiving from stations in protest against this attempt of a preferential and discriminatory three-year freeze as against an industry 26-weeks custom of rate protection."

RCA TV Exhibit

NEW TV exhibit, by RCA Victor Div., is to open April 25 at the Chicago Museum of Science and Industry. Visitors can operate various units by means of buttons and levers, and learn the why and wherefores of TV, outlining processes from camera to living room set.

KITTY DIERKEN SELLS

Merchandise Moves on WAAM (TV) Shopping Show

"HOW would you like to move merchandise at the rate of three items every two minutes? Would you like to be in on a TV program which sells (instead of merely displaying) and sells to every audience in reach of a picture tube? How would you like to gross over $4,700 in direct orders in a four-week period? And would you like a measurable, sure response of 900 telephone calls and hundreds of letters each and every week, with an average of 46 cash-order phone calls every afternoon half-hour and 49 cash-order calls every evening?"

These questions are asked by WAAM (TV) Baltimore which claims each and every one is fulfilled by its *Kitty Dierken Shops for You* show, seen twice daily Monday-Friday.

In tracing the program's pulling power, WAAM goes back to Kitty Dierken's debut on Sept. 14, 1949. The TV setting had the appearance of being "just another women's program." But the novel twist came when Miss Dierken, instead of displaying the merchandise and letting it go at that, invited direct orders. The viewer was invited to phone in name, address and order.

A slide, giving WAAM's address and phone number was superimposed over the studio scene.

First Response

The response? Well, the show drew seven calls, five of which were for information, but Miss Dierken did manage to sell a cake slicer and an ash tray on that opening show.

From the beginning, Miss Dierken promised to keep the two shows —afternoon and evening— aimed at career girl and housewife alike and to keep the shows alike in merchandise displayed and in interviews.

WAAM said its reason for the second show was the anticipation that afternoon viewers would tip their friends off to bargains displayed in the afternoon so they could see for themselves at 6 o'clock.

The first time the evening show was shown, the station said, it got 10 calls, five orders. From then on the calls and orders trebled and by mid-February, Miss Dierken was averaging $244.60 in sales and moving an average of three items every two minutes, WAAM stated.

One feature of this sales record, it is pointed out, is the fact that viewers buy in the majority of cases without knowing trade names of the products or retail sources. The program itself is sold on a spot or segment basis to advertisers interested in a single rate for the two programs daily.

The emphasis, WAAM said, is on low-budget, sensible items. In addition, Miss Dierken conducts a "Cooking Talent Scout" search for clever home cooking, inviting gifted housewives and their discoverers to come to her TV apartment and demonstrate to the other folks in the audience the charms of their culinary specialties.

Added to this approach is the work of the WAAM production staff. Co-directors Paul Kane and Ed Sarrow handle the afternoon and evening shows, respectively. The apartment setting is turned out by Art Director Barry Mansfield and staff.

Typical Comments

Typical of sponsors' comments on the merchandising feats performed by WAAM's Kitty Dierken is the following from Ideal Novelty & Toy Co., New York: ". . . Kitty's wonderful presentation in her live demonstration brought satisfying comment from all the buyers of the leading department stores in Baltimore. They were so thrilled with the results that they featured and promoted the identical toys Kitty demonstrated."

Oklahoma Clinic

REGISTRATIONS are being accepted for a television clinic to be conducted June 25-July 1 by WKY-TV Oklahoma City and the U. of Oklahoma, Sherman P. Lawton, university radio coordinator, has announced. Advance instruction is planned for station personnel, teachers and others with pertinent backgrounds. Inquiries should be addressed to Mr. Lawton at the U. of Oklahoma, Norman, Okla. Registration fee is $15.

Film Report

TEN-MINUTE film shorts, **Midget Movies**, released through **Toby Anguish**, Hollywood for telecasting starting May 1 on **KTSL** (TV) Los Angeles. Films, composed mostly of stories from *Aesop's Fables*, will run five weekly. . . . **Jed Buell**, formerly general manager of Carl Laemmle theatres and California Universal Chain, joins **American Releasing Corp.**, Los Angeles, as vice president. Firm recently was appointed by **Anim-Pictures Corp.**, Los Angeles to distribute commercial TV spots.

Protestant Radio Commission, interdenomination agency of major religions, held press screening of first in series of pictures, prepared especially for television and available to church groups. Series consisting of Biblical stories enacted by marionettes, and filmed in color can also be telecast in black-and-white. First of planned 13-cycle series was shown at Museum of Modern Art, New York.

Kitty Dierken with an array of merchandise.

SMPTE SESSION

Chicago Meet April 24-28

VIDEO ENGINEERS, participating for the first time as members, will hear television papers at the 67th semi-annual convention of the Society of Motion Picture and Television Engineers in Chicago's Drake Hotel April 24-28. TV men were officially included in the membership early this year when the name of the society was altered.

"The Properties and Characteristics of Color Television Systems Proposed to FCC" will be defined by Frank H. McIntosh, consulting engineer in Washington, at the opening evening session April 24. He will be followed by Col. John R. Howland of Zenith Radio Corp., Chicago, who will trace the progress of Phonevision. He will discuss the economics of the subscription TV system, along with the upcoming Chicago test next fall.

W. R. Fraser and G. J. Badgley of the Naval Photographic Center in Washington will talk about "Motion Picture Photography of Color TV Images" April 25 at the morning session. With them will be Prof. Arthur B. Bronwell of Northwestern U., Evanston, Ill., giving a "Critical Evaluation of Color Television" (CBS, RCA, CTI); Constantin S. Szegho of the Rauland Corp., Chicago, "Color Cathode Ray Tube With Three Phosphor Bands" and T. P. Dewhirst, F. N. Gillette and J. S. Ewing of Hertner Electric Co., Cleveland, "Component Arrangement for a Versatile TV Receiver."

Other speakers that morning—France B. Berger of the General Precision Lab., Pleasantville, N. Y., "Characteristics of Motion Picture and Television Projection Screens"; E. Arthur Hungerford Jr., U. S. Navy Special Devices Center, Port Washington, N. Y., "Television As a Means of Mass Instruction in the Armed Forces." Richard S. O'Brien of CBS New York will speak on "CBS Television Staging and Lighting Practices" at the afternoon session that day. With him will be R. L. Garman and R. W. Lee of the General Precision Lab., "TV Pickup Tubes and Techniques Used in Studio Film Chain Cameras"; Mr. Garman and Blair Foulds of the same firm, "Some Commercial Aspects of a New 16mm Intermediate Film TV System"; Wayne R. Johnson of Earle C. Anthony Inc., KFI-TV Los Angeles, "Progress Report on an Experimental Electronic Background Projector for TV," and Rudy Bretz, producer and consultant and head of the television department of the Dramatic Workshop and Technical Institute, New York, "TV Special Effects."

After the video sessions Tuesday evening, engineers will tour studios of WGN-TV, *Chicago Tribune* station. A forum discussion on studio lighting will be conducted there.

PROGRAM COSTS

Phonevision Cited As Aid

"THE ACHILLES heel of television"—high programming costs—will be "protected" by Phonevision, which adds revenue from consumers to that now taken in from advertisers, Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., asserted last week. In a letter to Movie Producer Eddie LeBaron of Hollywood, Mr. McDonald outlined how Phonevision will help advertisers.

Sanctioning the policy of "having two economic legs to stand on," the Zenith president pointed out that newspapers and magazines have long gained revenue from the customer as well as advertiser. "Radio is the only nation-wide 'giveaway' advertising medium for the public that has ever succeeded, and its success has been possible only because it is the cheapest way known to disseminate news, information and entertainment to the public," he said.

"In an almost parallel sense, we are trying with Phonevision to enable TV to build soundly on this proven economic pattern," he continued. "The second economic leg, customer revenue paid via the Phonevision 'box office,' is critically important for TV because its production costs are not, like radio's, cheap. Phonevision is an addition to, not a substitute for, TV advertising programs and revenue."

WCBS-TV New York has purchased for exclusive New York viewing 23 feature motion pictures including many Hollywood hits. Starting date has not been announced yet.

SPOT TV FLEXES MUSCLES

Grows Nationally in '49

TELEVISION spot business in 1949 brought the industry a dollar volume of income equal to the entire industry revenue the previous year—$8.6 million.

The number of spot users increased from 230 in December 1948 to 427 in December 1949. This business was carried by 41 stations in the last month of 1948 and 89 outlets in the same month of 1949, according to the *Rorabaugh Report on Television Advertising*.

To determine the type products which placed this ever growing volume of business, the Research Dept. of TELECASTING surveyed the nation's television outlets.

From these reports it was found that 52% of the net spot business was concentrated in only four product classifications: Jewelry, Optical Goods and Cameras; Automotive, Automotive Accessories and Equipment; Food and Food Products, and Smoking Materials. This is the same percentage of domination which was held by the top five radio spot classifications (see story page 65).

Top Categories

The advertisers of Jewelry, Optical Goods and Cameras were reported by station operators to be the leading users of television spot time. In 1949 they spent over $1.3 million, 15.3% of the $8.6 million estimated for television's net spot income. The high dollar volume in this classification is, no doubt, due to the activity of Benrus Watch Co., Bulova Watch Co. and Ronson Art Metal Works Inc. All three of the companies were heavy buyers of television spot time throughout the year.

This Jewelry product classification also was quite active in the radio spot field, spending about $4.6 million net last year and taking sixth place. Network gross expenditures were low in both radio and television with only $105,057 for TV and $2.8 million for radio.

The ability to demonstrate on television made the medium highly popular with advertisers of Automobiles and Automotive Products. This classification ranked second in spot and third in network television. Approximately $1,204,000 went to spot and $1,546,287 for gross network time. The spot appropriation was 14% of the net total.

Most of the automotive firms were rather sporadic in their spot purchases, buying a number of spots on a large list of stations for a short time. Oldsmobile Div. of General Motors, however, continued its heavy purchases after starting on 30 stations in July. This list jumped to 36 stations the following month and most outlets carried three spots a week for the automobile firm.

Food and Food Product advertisers, one of the leading classifications in both television and radio, spent approximately $1,066,400 for net video spot time in 1949. This was 12.4% of the total. The classification ranked fourth in network television where gross time sales were almost $1.3 million.

In dollar volume of radio purchases the classification ranked first in both spot and network. Over $23.6 million went to spot and $45.3 million for gross network time purchases.

This classification does not appear to have been dominated by any one TV spot advertiser, although the Borden Co. bought time on a large number of stations, especially during the latter part of the year. Rorabaugh reports that 112 accounts were active in this field in December 1949 compared to 34 in the same month of 1948. This was the largest number of advertisers in any product group for either month.

While food advertising was spread out among a number of accounts, fourth ranking Smoking Material advertisers had their power concentrated within a few manufacturers. This product group placed about $937,400 worth of net video spot business, 10.9% of the total for 1949. In spot radio the classification was low, appearing in 12th place with net expenditures of about $3.3 million.

On both the radio and television networks Smoking Material advertisers ranked high. In the TV field this was the leading group with gross expenditures of over $2.3 million while the radio networks got over $23.5 million. Out of the top five TV network advertisers in 1949, two were tobacco firms, R. J. Reynolds Tobacco Co. and Liggett & Myers Tobacco Co.

There were 13 Smoking Material advertisers placing spot business in the last month of 1949, according to Rorabaugh, only 3% of the total spot advertisers. Of these, however, three placed business on over 30

(Continued on page 157)

* Television Spot Advertising by Product Classification—1949

Product Groups*	% Total Business	$ Business (Net)
Apparel, Footwear & Access.	4.5%	$ 387,000
Automotive, Auto Access. & Equip.	14.0	1,204,000
Beer, Wine & Liquor	9.0	774,000
Confectionery & Soft Drinks	4.6	395,600
Consumer Services	2.9	249,400
Food & Food Products	12.4	1,066,400
Gasoline, Lubricants & Fuels	1.0	86,000
Household Equip., Appliances & Supplies	5.5	473,000
Household Furnishings	1.0	86,000
Jewelry, Optical Goods & Cameras	15.3	1,315,800
Radios, Phonographs, Musical Instruments & Access.	2.7	232,200
Retail Stores & Shops	5.1	438,600
Smoking Materials	10.9	937,400
Soaps, Cleansers & Polishes	1.0	86,000

* Product groups representing less than 1% of all television spot business are omitted in this table.

Note: Estimates are based on TELECASTING Research Dept. Survey of National & Regional Television Spot Business in 1949.

VIDEO'S '49 CLIENTS

241 on Network

TELEVISION became a national advertising medium in 1949, and is destined for continued '50 growth.

Completion of the New York-Chicago coaxial cable circuits in 1949 made possible simultaneous reception of live programs across the eastern half of the country in cities as widely separated as Boston and St. Louis. Development of improved kinescopic films enabled delayed broadcasts of TV programs in cities not connected with the point of origin. And set builders and sellers did their part by putting TV sets into more than 3.5 million homes by the year's end.

A total of 241 advertisers used TV network time during the year, with combined gross time charges of $12,294,513. Advertisers using TV spot campaigns during 1949 totaled 853. Local clients of TV stations numbered in the thousands. And there are no signs of anything but continued growth in 1950. February saw 65 advertisers on the video networks, 423 who used spot time on one or more stations and 1,890 video clients at the local level.

The use of TV by individual advertisers during 1949 and the outlook for 1950 are described in the following tables and articles which analyze the various classes of TV business, group by group. It is worthy of note here, however, that the pattern of advertising on the

(Continued on page 158)

COMPARATIVE EXPENDITURES IN TELEVISION BY PRODUCT GROUPS

	Spot (% Net)	Network (% Gross)
1. Agriculture & Farming (Page 136)	0.3	——
2. Apparel, Footwear & Accessories (Page 136)	4.5	2.3
3. Automotive Equipment & Accessories (Page 136)	14.0	12.6
4. Aviation Equipment & Accessories (Page 138)	——	——
5. Beer, Wine (Page 138)	9.0	2.7
6. Building Material & Fixtures (Page 140)	0.4	——
7. Candy & Soft Drinks (Page 140)	4.6	1.5
8. Consumer Services (Page 142)	2.9	0.5
9. Drugs & Remedies (Page 142)	0.7	2.0
10. Entertainment (Page 144)	0.4	——
11. Food & Food Products (Page144)	12.4	10.5
12. Gas & Oil (Page 146)	1.0	5.9
13. Horticulture (Page 146)	0.2	——
14. Household Equipment (Page 146)	5.5	3.7
15. Household Furnishings (Page 150)	1.0	6.7
16. Industrial Materials (Page 150)	0.5	0.1
17. Insurance (Page 150)	0.4	——
18. Jewelry & Optical Goods (Page 151)	15.3	0.9
19. Publishing & Media (Page 151)	0.8	1.1
20. Radios, TV Sets, Musical Instruments (Page 152)	2.7	19.4
21. Retail Outlets (Page 153)	5.1	0.1
22. Smoking Materials (Page 153)	10.9	19.4
23. Soaps, Cleansers & Polishes (Page 154)	1.0	0.9
24. Sporting Goods & Toys (Page 154)	0.4	0.7
25. Toiletries (Page 155)	0.8	8.3
26. Transportation & Travel (Page 156)	0.4	——
27. Miscellaneous (Page 156)	4.8	0.7

Class 1: . . . Agriculture

ALLIS-CHALMERS MFG. CO. was the only advertiser to use network television in 1949 to sell farm equipment and this company's use of TV was confined to institutional sponsorship of a single telecast of the *National Farm and Home Hour*, which A-C sponsors each week on NBC's radio network. The one-time TV program originated last November from the International Livestock Show in Chicago.

The year 1950 opened with three spot video advertisers in this class, one more than there were in 1949. Cargill Inc. last May began advertising its feeds and dog food with announcements on KSTP-TV Minneapolis-St. Paul, added a weekly sports review on WDAF-TV Kansas City in December. Red Star Fertilizer Co. also began using television last May and continues to sponsor the *Mid-Week Gardener* on KFI-TV Los Angeles. In February 1950, Kellogg Supply Co. also began advertising fertilizer on this station, using participations on *Gordon's Garden*. Staley Milling Co. in January began advertising its feed through Mal Hanson's *Grass Roots* show on WOW-TV Omaha.

Radio has always been more concerned with the farm family as consumers of foods, clothing and other produce of general use than with the tools and equipment with which the farmer plies his profession. It seems unlikely that TV's abundant mass appeal will leave much free time for this more limited class advertising.

CLASS 1. AGRICULTURE & FARMING — 1949

	Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS	$4,275	$25,800

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins	Farm Equipment	NBC-25-1 (one time)	$4,275

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 2: . . . Apparel

A FEW YEARS back, when speculation about television and its probable effects on the distribution of the advertising dollar was favorite pastime in advertising circles, there was general agreement that TV's major impact would be in the field of apparel advertising.

Never great users of radio, the makers of wearing apparel and accessories were foreseen as eagerly embracing TV which would enable them to show their products in use. It was anticipated that fashion shows, staged for the vast home audience instead of for small groups of women in stores, would become a major form of video programming. Some prophets even foretold the decline of newspapers, as their chief advertisers, the department stores, turned to TV to better display the latest fashions.

Ten Apparel Accounts

For whatever reason, these prophecies have not come to pass, at least not up to now. The 103 users of TV network facilities during 1949 include only 10 apparel advertisers whose combined expenditures for time aggregated only 2.3% of the total TV network time purchases of all advertisers. Adding Bond Stores, men's clothing chain which PIB classifies under the "Retail" heading, raises the apparel group's expenditures to only 2.5% of the total. In February 1950, last month for which full records are available, there were four TV network advertisers from this group.

The *Rorabaugh Report on Television Advertising* for February shows 14 apparel advertisers using TV spot (3.7% of the total number). During 1949, according to Rorabaugh, this group accounted for 60 of TV's spot clients (7.0% of the total number). At the local level this February, there were 120 apparel advertisers using TV (6.3% of the total number). Assuming that the 59 department stores using local TV that month advertised mainly apparel items, which is probably overgenerous, would raise the percentage to 9.0, still not an overwhelming share of the local TV advertising.

Perhaps some apparel makers are waiting for color television, the better to display their merchandise. The majority of this group, however, would seem to be good prospects for TV time salesmen today.

Network advertisers from this class last year, in addition to those listed in the table, were: A. Sagner's Son Inc., sponsoring telecasts of the Pimlico races last May on ABC for Northcool clothes ($10,960 for time); Textron Inc. (women's apparel), sponsoring the Hartmans in a half-hour weekly domestic comedy series on NBC, February-May ($18,120); Trimount Clothing (men's clothes), with Dr. Polgar, hypnotist, on CBS, September and October, in a 10-minute weekly series ($20,718). Maiden Form Brassiere Co. in October began participating three times a week in the CBS *Vanity Fair* daytime series ($15,840 to the end of 1949) and is still using the show.

Fashion Frocks Inc. in January became a participating sponsor of *Vanity Fair* on a twice-weekly basis. Sundial Shoe Co. that month started sponsoring the Friday quarter-hour *Lucky Pup* program on CBS. International Shoe Co., continuing its *Howdy Doody* sponsorship for 15 minutes each Wednesday on NBC, has added a new TV program *Super Circus*, sharing sponsorship of the second half of the ABC Sunday evening hour on an every-other week basis with M & M Ltd.

Apparel advertisers using TV on a spot basis in February included: B.V.D. Corp., using announcements on one station for its men's wear; Bond Stores, men's clothing, announcements on one station; Brown Shoe Co., participations and announcements on 14 stations; Cat's Paw Rubber Co., announcements on three stations for rubber heels and soles; Comal Hosiery Mills, announcements on four stations; Fashion Frocks, participations on three stations; Galey & Lord (fabrics), announcements on two stations; Goodyear Tire & Rubber Co. (shoe products), announcements on one station; Hill Shoe Co., announcements on one station; International Shoe Co., announcements on 10 stations; Lee Hat Co., participations on one station; Ripley Clothes (men's clothes), announcements on two stations; John B. Stetson Co. (hats), announcements on three stations; Williamson Dickie (work clothes), weekly boxing matches on one station.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES — 1949

	Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS	$284,801	$387,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
CLUETT, PEABODY & CO. "Arrow Show" Young & Rubicam	Menswear	NBC-16-½ (Jan.-May)	$48,720
INTERNATIONAL SHOE CO. "Howdy Doody" Henri, Hurst & McDonald	Shoes	NBC-24-¼ (Aug.-Dec.)	46,440
U. S. RUBBER CO. "Lucky Pup" Fletcher D. Richards Inc.	Keds	CBS-14-¼ (Mar.-Nov.)	38,496
BATES MFG. CO. "Girl About Town" James P. Sawyer Inc.	Textiles	NBC-16-20min. (Jan.-April)	32,300
FRANK H. LEE CO. (Disney Inc.) "NBC News Review" Grey Adv. Agency	Hats	NBC-20-10min. (Jan.-April)	30,363
A. STEIN & CO. "Identify" Louis A. Smith Co.	Garters, Belts, Suspenders	ABC-12-¼ (Feb.-May)	22,844

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 3: . . . Automotive

THE AUTOMOTIVE industry had its biggest year in 1949 and it may be more than purely coincidental that in that year the manufacturers of motor cars, tires and accessories began to make intensive use of television for their advertising.

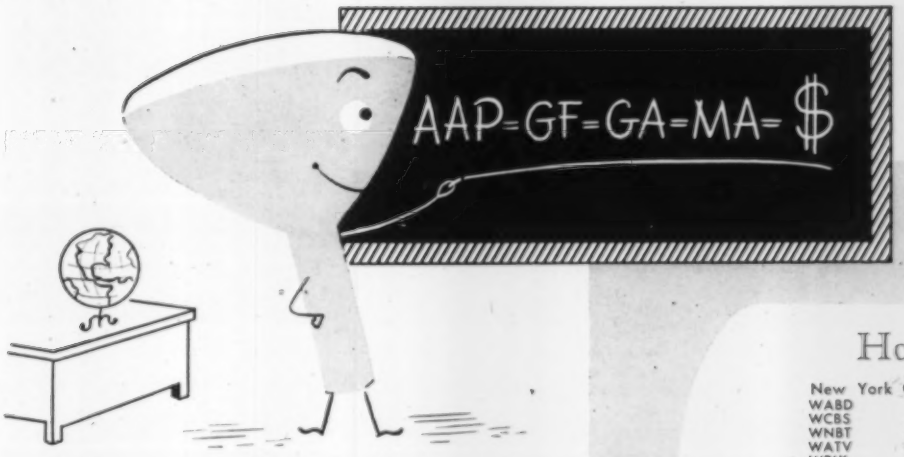
The six members of this class who used time on the TV networks in 1949, while less than 6% of the 103 video network advertisers in the year, accounted for 12.7% of TV network time purchases, according to the records of PIB. These same records reveal that this group contributed only 3.6% of the total gross time sales of the four nationwide radio networks during 1949.

Last year's video spot advertisers included 24 from this group, 2.8% of the total number, according to Rorabaugh reports on TV advertising, which show 13 makes of automobiles, five kinds of tires, five accessories and one make of

(Continued on page 138)

TELEVISION STATIONS

. . . try out this formula



You don't have to be a mathematician to figure it out...

AAP	Associated Artists Productions
GF	Good Films
GA	Greater Audience
MA	More Advertisers
$	Increased Revenue

This formula has been proven by the best TV stations in the country. (See Honor Roll)

Ask us about "THE NEW PHILADELPHIA STORY"

Let us show you how this formula can work for you!

Paul Diamond ***Director of Television***

444 MADISON AVENUE NEW YORK

MU 8-4754

Also sole distributor: WILTON PICTURES INC.

Honor Roll

New York City WABD WCBS WNBT WATV WPIX	Dayton WHIO
	Louisville WHAS
	St. Paul, Minn. KSTP
Los Angeles KNBH KTLA KTTV	San Antonio WOAI
Washington, D. C. WNBW WMAL	Omaha, Neb. KMTV WOW
	Jacksonville, Fla. WMBR
Chicago WGN WNBQ WBKB	Pittsburgh, Pa. WDTV
Detroit WJBK WXYZ	Davenport, Iowa WOC
Cincinnati WCPO WKRC	Charlotte WBTV
	Huntington WSAZ
Boston WBZ	Houston KLEE
Atlanta WSB	Johnstown WJAC
San Francisco KPIX KRON	San Diego KFMB
Philadelphia WPTZ	Seattle KING

Associated Artists Productions

ASSOCIATED ARTISTS PRODUCTIONS LTD.

Automotive

(Continued from page 136)

trailer advertised with video spot campaigns. This ratio continued in the early months of 1950. The Rorabaugh TV report for February shows nine spot accounts from this group, 2.1% of the total number. At the local level, automobile and automotive equipment advertisers in February totaled 242, 12.7% of all local TV users. Dollar figures are not available for spot and local TV business.

The first quarter of 1950 saw automotive production reach an all-time high, even surpassing the production record set in the like period of 1949, and industry spokesmen anticipate that the first six months of this year will similarly exceed the first half of 1949. Television may be expected to play its part in keeping automotive sales at the same high level as production.

Ford Campaign

The same six companies that used TV network time during last year continued its use in the opening months of 1949, but on an expanded volume of billings, due largely to a flash campaign by Ford in the latter part of January and early February. As part of an intensive campaign for the 1950 Fords, which also included heavy radio expenditures, the company assumed sponsorship of two telecasts of five top-ranking TV network sustainers: *One Man's Family* and *Leave It to the Girls* on NBC, *Hands of Murder* on DuMont, *Super Circus* (second half-hour) on ABC, and *Front Page* on CBS.

All of the TV network automotive advertisers are continuing their regular programs into 1950. In addition, Ford has assumed sponsorship of the Wednesday evening telecasts of *Kukla, Fran & Ollie*, half-hour Monday-through-Friday series on NBC. Ford has also announced that in the fall *Ford Theatre*, hour-long dramatic program on CBS, will be telecast weekly in place of its present every-other-week schedule. Packard Motor Co. has just launched *Holiday House*, half-hour weekly comedy show, on ABC. Another impending TV motor account is Chrysler Corp., which is planning use of network TV as soon as the UAW strike against its plants is ended.

Spot Advertisers

Spot TV advertisers from the automotive field in February included Chrysler Corp., which despite the strike, maintained its video promotion of Chryslers—announcements on two TV stations, a daily 10-minute newsreel on one station; of Dodges — 15-minute weekly sports reviews on three stations, announcements on four stations — and of Plymouths — announcements on one station.

Ford in February sponsored programs and announcements for Fords on 14 stations and for Lincoln and Mercury cars on five stations. General Motors Corp. used announcements for Buick on 19 stations and for Oldsmobile on 28 stations. (Chevrolet's heavy use of TV spots, programs and announcements is handled by city-wide Chevrolet dealers associations in their individual communities.) Hudson Motor Co. used 10 news shows a week on one station, announcements on 31 stations.

General Tire & Rubber Co. sponsored a half-hour weekly sports show on one station; B. F. Goodrich Co. used announcements on one station; Monroe Auto Equipment Co., announcements on one station; National Carbon Co. (batteries, anti-freeze), announcements on 13 stations; Trico Products Corp. (windshield wipers), announcements on 5 stations. Nash Motors was scheduled last week to start a four-week spot campaign in about 150 markets.

CLASS 3. AUTOMOTIVE, AUTOMOTIVE EQUIPMENT & ACCESSORIES

LEADING NETWORK ADVERTISERS

		1949 Network (Gross) $1,546,287	1949 Spot * (Net) $1,204,000
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Costs**
GENERAL MOTORS CORP.			$664,511
"GM Auto Show" Campbell-Ewald Co.	All products	CBS-10-1½ (One time)	2,130
"Inside U. S. A." Campbell-Ewald Co.	Chevrolet Cars	CBS-30-½ (Sept.-Dec.)	48,600
Football Games Campbell-Ewald Co.	Chevrolet Cars	DuM-20-3 (Sept.-Nov.)	78,663
"Chevrolet TV Theater" Campbell-Ewald Co.	Chevrolet Cars	NBC-39-½	182,700
"Roller Derby" Campbell-Ewald Co.	Chevrolet Cars	ABC-4-1½ (May-Dec.)	24,813
"CBS News" D. P. Brother & Co.	Oldsmobile Cars	CBS-7-¾ (Feb.-Dec.)	170,390
"Fireball-Fun for All" Kudner Agency Inc.	Buick Cars	NBC-38-1 (June-Oct.)	147,250
"NBC Newsreel" D. P. Brother & Co.	Oldsmobile Cars	NBC-7-¼ (Jan.-Feb.)	7,680
"Variety Show" McManus, John & Adams	Pontiac Cars	CBS-10-½ (one tme)	2,285
FORD MOTOR CO.			443,705
"Through the Crystal Ball" J. Walter Thompson Co.	Ford Cars	CBS-21-½ (April-July)	41,195
"United Nations" Kenyon & Eckhardt	Ford Cars	CBS-12-10 (Nov.-Dec.)	140,500
"Toast of the Town" Kenyon & Eckhardt	Lincoln and Mercury Cars	CBS-21-1 (Mar.-June; Sept.-Dec.)	167,160
"Ford Theater" Kenyon & Eckhardt	Ford Cars	CBS-12-1 (Jan.-June**; Oct.-Dec.*)	47,775
"Kay Kyser's College" J. Walter Thompson Co.	Ford Cars, Trucks	NBC-31-1 (Dec.)	47,075
FIRESTONE TIRE & RUBBER CO.			144,840
"Americana"—(Eff. Sept. 5) "Voice of Firestone"	Tires	NBC-21-½	
B. F. GOODRICH CO.			132,595
"Celebrity Time" BBDO	Tires	ABC-23-½ (Apr.-Dec.)	
ELECTRIC AUTO-LITE CO.	Spark Plugs,	CBS-18-½	103,781
"Suspense" Cecil & Presbrey	Batteries, etc.	(Mar.-June; Sept.-Dec.)	
GOODYEAR TIRE & RUBBER CO.			56,855
"Whiteman Revue" Young & Rubicam	Tires, Tubes	ABC-40-½ (Nov.-Dec.)	

* Every-other-week
** Once-a-month

Source: Publishers Information Bureau — * TELECASTING Estimate

CLASS 4. AVIATION, AVIATION ACCESSORIES & EQUIPMENT
There were no TV network or spot advertisers in this class in 1949.

Class 5: .... Beer, Wine & Liquor

BEER, baseball and television seem to add up to as popular a combination as the traditional trio of beer, baseball and radio. Always outstanding among the sponsors of ball games on radio, America's brewers are turning to TV with the same avidity and a good share of the $2½ to $3 million which it is estimated that they will spend for video advertising this year has been earmarked for sponsorship of baseball telecasts.

Brewers already signed up as TV baseball sponsors—and as this was written the opening games were a fortnight away and many sponsorship deals were still in the making—include: P. Ballantine & Sons, sponsoring telecasts of all home games of the New York Yankees on WABD (TV) New York and sharing with Atlantic Refining Co. home game telecasts of the Philadelphia Athletics and Phillies on WPTZ (TV), WFIL-TV and WCAU-TV, all Philadelphia; Burger Brewing Co. has sewed up exclusive radio-TV rights to the Cincinnati Reds, whose games will be covered by WCPO-TV Cincinnati and fed to WHIO-TV Dayton and WTNV (TV) Columbus; Goebel Brewing has bought time on WWJ-TV Detroit to cover the Detroit Tigers and also is co-sponsor with Remar Baking Co. of the Oakland Acorns telecasts on KGO-TV San Francisco.

Los Angeles Brewing Co. will sponsor half the telecasts of the Los Angeles Angels on KFI-TV Los Angeles and half the telecasts of the Hollywood All-Stars on KLAC-TV Los Angeles at a reported price of $100,000 for both series. Narragansett Brewing Co. will share with Chevrolet Dealers sponsorship of the Boston Red Sox and Braves home games, telecast alternately by WBZ-TV and WNAC-TV Boston. The F & M

(Continued on page 140)

CLASS 5. BEER, WINE & LIQUOR

LEADING NETWORK ADVERTISERS

		1949 Network (Gross) $326,189	1949 Spot * (Net) $774,000
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Costs**
P. BALLANTINE & SONS			$152,878
"Tournament of Champions" J. Walter Thompson Co.	Beer	CBS-11-Varied (Jan.-May)	78,778
"International Boxing Club"	Beer, Ale	CBS-11-1 (Oct.-Dec.)	74,100
PABST BREWING CO.			96,951
"ABC Bowling" Warwick & Legler	Beer	DuM-20-1½ (Dec.)	5,871
"Life of Riley" Warwick & Legler	Beer	NBC-39-½ (Oct.-Dec.)	91,080
WINE ADVISORY BOARD			41,590
"Dione Lucas" J. Walter Thompson Co.	Institutional	CBS-5-¼ (Mar.-Dec.)	
SCHENLEY INDUSTRIES (BLATZ BREWING CO.)			34,770
"Roller Derby" Kastor, Farrell, Chesley & Clifford	Beer	ABC-13-1 (Sept.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

AS DEAD AS LAST YEAR'S RADIO AUDIENCE DATA IN CINCINNATI

THIS YEAR

WKRC LEADS THE LISTENING PARADE
WITH THOSE TOP CBS NIGHT TIME SHOWS
(CHECK THE LATEST FALL-WINTER HOOPER)

ADDED TO THIS

the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners
*Viewers
*Riders
*Readers

More Than 2 Million Impressions Daily!

Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star

Represented By

The Katz Agency—WKRC (AM and TV)

Transit Radio Inc.—WCTS-FM

WKRC WKRC-TV WCTS-FM

Beer, Wine & Liquor

(Continued from page 138)

Schaefer Brewing Co. is paying for WOR-TV New York telecasts of home games of the Brooklyn Dodgers.

In Minneapolis-St. Paul two breweries—Gluek Brewing Co. and Minneapolis—will share the costs and the commercials of KSTP-TV's coverage of this year's games of the Minneapolis Millers. Peter Hand Brewery Co. had contracted for one-third sponsorship of the Chicago White Sox home games telecasts on WGN-TV Chicago but that station has dropped its option on exclusive TV rights to the games on the grounds that the club's asking price, reportedly $125,000 for the TV rights alone, was too high.

But baseball is not the only sport telecast under brewery sponsorship. *The Rorabaugh Report on TV Advertising* for February showed 79 brewers using spot TV during the first week of that month, including 19 who sponsored wrestling, eight boxing, four hockey and four basketball, one lacrosse, one race results and 10 various types of sports news, reviews and studio sports programs. Ten breweries used other types of TV programming and 31 had announcement campaigns.

One of the outstanding TV sports sponsors in this class is Gunther Brewing Co. In addition to weekly basketball games on WMAR-TV Baltimore and weekly lacrosse games on WBAL-TV Baltimore, this company presents an hour-long *TV Sports Special* six days a week on both WAAM (TV) Baltimore and WTTG (TV) Washington, augmenting its video programs with a score of announcements on various TV stations in Baltimore and Washington.

National Brewing Co. also provides good TV sports coverage to the Baltimore - Washington audience, with its *National Sports Parade* aired for one hour five days each week and for two hours the sixth by WMAR-TV Baltimore and WMAL-TV Washington, weekly wrestling matches and the half-hour *National Amateur Parade* on WMAR-TV. National also uses TV announcements in those two cities and in Richmond and Los Angeles as well.

On the TV networks, P. Ballantine & Sons continues its boxing bouts on CBS and in January began sponsoring *Believe It or Not* on NBC-TV; Anheuser Busch Brewing Co. that month began sponsoring *Blackouts* for an hour on alternate Saturdays on CBS-TV, stepping up the schedule to once a week in October, after a summer hiatus; Blatz Brewing Co. continues the Roller Derby on ABC-TV and Pabst Brewing Co. the *Life of Riley* on NBC-TV.

Of the 10 wine advertisers using television time in February, Italian & French Wine Co. sponsored *Sports Spotlight* on WBEN-TV Buffalo; Madera Bonded Wine & Liquor Co. sponsored *Sports Album* on WAAM (TV) Baltimore and announcements on WMAR-TV Baltimore; Old Monastery Wine Co. used *Top Views in Sports* on WNAC-TV Boston and WNHC-TV New Haven, plus announcements on WNHC-TV and WJAR-TV Providence; Petri Wine Co. used announcements on 14 stations; Wine Growers Guild used announcements on two stations and the other vintners on one station each.

Television was used in 1949 by 114 brewers, 15 wine companies and two makers of vermouth, the majority of this group using only one TV station, according to the Rorabaugh TV Reports. No hard liquor advertising appeared on TV during the year.

Class 6: . . . Building Materials

CLASS 6. BUILDING MATERIALS
There were no TV network advertisers in this class during 1949.
1949 Spot (Net) * .....$34,400 TELECASTING Estimate

ADVERTISING of building materials, equipment and fixtures has never been a major item for radio at the national level and, judging from last year's record, TV is following the radio pattern. There were no video network program sponsors from this group during 1949 and only 28 users of spot TV. In February of this year, according to the Rorabaugh TV Report, only three of this group used spot television advertising, but it contributed 61 advertisers who used TV at the local level.

The three spot accounts were: Day & Night Mfg. Co. (water heaters), using announcements on nine stations; Foy Paint Co., announcements on one statio; Siller's Paint & Varnish Co., announcements on two stations. In March, Carpenter-Morton Co. began sponsoring *Caravan of Stars* on WBZ-TV Boston for Carmote paints.

Devoe & Raynolds Co. (paints), Wilbur & Williams Co. (protective coatings) and John Wood Co. (water heaters) have offered co-operative cost-sharing TV announcement plans to their distributors and dealers.

This seems like pretty small pickings for television from an industry which is enjoying record-breaking activity. More than a million new dwelling units were started during 1949, breaking the previous high set in 1925 when 937,000 units were commenced. January and February of 1950 surpassed by some 60% the like months of 1949 and industry expectations are that this year will come close to equaling last year's total.

The paint, varnish and lacquer group in 1949 exceeded the billion dollar mark for the third year running—and that's at wholesale prices, Joseph F. Battley, president, National Paint, Varnish & Lacquer Assn., told TELECASTING. His statement notes that "high national income alone does not insure a profitable business. Aggressive advertising and merchandising plans must be created to assure consumer purchases."

Therefore, most members of the paint industry "are maintaining advertising programs to make certain that the buying impetus established for the products of our industry shall be accelerated. In this aggressive programming, no medium which reaches the public should be overlooked," Mr. Battley continues.

"The comparatively new field of television is already proving itself as an effective means of presenting a sales story in a visual and impressive manner," he stated. "Its popularity and acceptance is certain to increase."

Class 7: . . . Confections

CANDY advertising by TV may be expected to increase during 1950, unlike other media used by this group, according to Philip P. Gott, president of the National Confectioners' Assn. In a statement to TELECASTING which reported industry expectations that 1950 will equal the 1949 output of candy—2,650 million pounds or $986 million at wholesale—despite a slight decrease in January from the opening month of 1949, Mr. Gott said:

"Although not the largest advertiser among the food processing industries, the candy manufacturers use all types of media. Because of continuing high ingredient, distribution and labor costs and resulting lower profits, curtailments in candy advertising budgets will probably be more likely in 1950 than any expansion in advertising programs.

Expects Increase

"Some increase, however, is expected in the use of television because of the growing popularity and unusual possibilities of this medium in promotional activities."

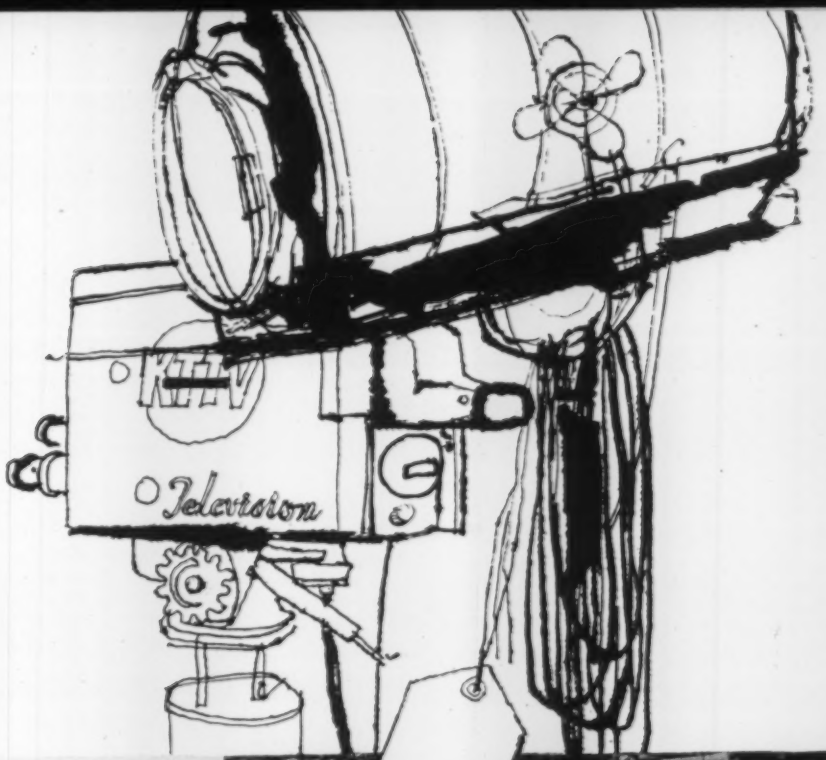
Mr. Gott's prediction of increased video candy advertising is rapidly coming true. The number of TV network advertisers in this class has leaped from two in December to six in April: M & M Ltd., which dropped its network radio show and now shares sponsorship with International Shoe Co. of the second half-hour of Super Circus on ABC; Canada Dry, which continues sponsorship of the first half-hour of this 60-minute Sunday evening program; Mars Inc., continuing its 15-minute weekly installment of *Howdy Doody* on NBC-TV; Quaker City Chocolate & Conf. Co., now sponsoring the Wednesday half-hour *Lucky Pup* show on CBS-TV; Walter H. Johnson Candy Co., Monday sponsor of the half-hour *Captain Video* serial on DuMont; Peter Paul Inc., which has just (April 15) started *Buck Rogers* as a Saturday evening half-hour series on ABC-TV and began sponsoring 15 minutes a week of *Magic Cottage* on DuMont.

In February, according to the *Rorabaugh Report on TV Advertising*, this class accounted for three network clients (two confections, one soft drink) and 29 video spot advertisers (17 confections, 12 soft drinks). There were also 60 local campaigns in this class on TV in February.

The reason for the extensive use of TV by this group is plain. Most advertising of candy, gum and soft drinks is aimed at the juvenile audience, whose members have found the family TV set the most fascinating toy they have ever known, who watch its flickering screen for hours on end and who learn from it as they never did from teachers or textbooks. An example of their responsiveness to video advertising is given by the offer of a Howdy Doody cardboard model in exchange for the wrapper from a Three Musketeers candy bar plus ten cents, announced on the telecasts of Jan. 23 and 30. On Feb. 6 the sponsor announced that 240,000 requests for the model had been received.

Among the leading users of spot TV in this class are D. L. Clark Co., using announcements on 15 stations for its candy bars; Frank H. Fleer Corp., testing TV for its Dubble-Bubble gum with announcements in five markets; Beech-Nut Packing Co., using announcements on eight stations for gum and baby foods; Lamont, Corliss & Co., announce-

(Continued on page 142)



KTTV announces the removal of all facilities and offices to Nassour Studios, 5746 Sunset Boulevard, Hollywood's newest, most compact motion picture lot now producing motion pictures as well as top-flight television.

Los Angeles Times–CBS Television

KTTV

Confections

(Continued from page 140)

ments on six stations for Nestle's chocolates; Pepsi-Cola Co., announcements on four stations and basketball on one; Peter Paul Inc., announcements on 20 stations; Quaker City Chocolate & Confectionery Co. (Good & Plenty candy), announcements on seven stations.

Ryan Candy Co. plans to make extensive use of television for its new Hopalong Cassidy candy bar, using adjacencies to this hero's televised films wherever possible and additional spots as well. E. J. Brach & Sons, now using TV announcements on four Chicago stations, will expand if sales in that city warrant it. Edgar P. Lewis & Sons is having its trademark, Candy Lou, used as a marionette for a series of filmed commercials. Portland Punch is planning use of TV in Western markets.

A new series of 10 film spots, featuring the "Pepsi-Cola Girl" in various types of outdoor activity, has been completed and will be tested this spring.

CLASS 7. CONFECTIONERY & SOFT DRINKS

LEADING NETWORK ADVERTISERS

		1949 Network (Gross) $188,309	1949 Spot * (Net) $395,600
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Costs**
CANADA DRY GINGER ALE INC.			$86,082
"Super Circus" J. M. Mathes Inc.	Ginger Ale Sparkling Water	ABC-14-½ (Apr.-Dec.)	
MARS INC.			37,350
"Howdy Doody" Grant Adv.	Candy	NBC-24-¼ (Sept.-Dec.)	
JOE LOWE CORP.			36,062
"Lucky Pup" Blaine-Thompson Co.	Popsicle	CBS-25-¼ (May-July)	
MASON, AU, & MAGENHEIMER CONFECTIONERY MFG. CO.			28,815
"Howdy Doody" Moore & Hamm	Candy	NBC-16-¼ (Jan.-July)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 8: . . . . Consumer Services

BANKERS, supposedly the most cautious, conservative and unwilling to try anything new class of business men, are belying this description in their advertising practices and are embracing the newest of all advertising media—television—with a fervor unsurpassed by other groups generally thought to be more daring in their promotional tactics.

"Television," says BAB in a brochure on bank advertising for TV broadcasters issued in February, "is destined to remove newspapers from the dominant position in the banking field. It will enable banks to sell the advantages they offer, such as security, safety, happiness, convenience and peace of mind, by actual demonstration. It is already doing much toward humanizing the bank in the eyes of TV viewers."

Strong talk, that, but strongly supported by the facts. In February nearly half of the 136 local TV advertisers of this class, which also includes public utility and communications companies, schools, professional services and storage and moving firms, were banks—64, to be exact. With few exceptions, there is at least one bank using TV advertising in every market where it is available. And, like other types of advertisers, they sponsor everything from 20-second announcements to full-scale programs which run the gamut from educational demonstrations of scientific phenomena to western movies.

Household Finance Corp. is TV's only network account from this class, sponsoring *People's Platform*, weekly debate of current issues, on CBS-TV. This company also presents three quarter-hour newscasts a week on KTTV (TV) Los Angeles. The brokerage firm, Kidder, Peabody & Co., sponsors *Your Share in America* for a weekly 15-minute period on WNAC-TV Boston; Michigan Bell Telephone Co. uses announcements on two Detroit stations and American Schools advertise their correspondence courses with announcements on WPTZ (TV) Philadelphia, completing the list of TV spot advertisers of this class.

CLASS 8. CONSUMER SERVICES

LEADING NETWORK ADVERTISERS

		1949 Network (Gross) $66,890	1949 Spot * (Net) $249,400
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**Gross Time Cost**
HOUSEHOLD FINANCE CORP.			$61,375
"Backstage with Barry" (Eff. Oct.) "People's Platform"	Institutional	CBS-11-½ (Mar.-May; Oct.-Dec.)	
GEORGE S. MAY CO.			
"All American Golf Tournament" M. M. Fisher Associates	Business Engineering Services	DuM-15-1 (one time)	5,515

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 9: . . . . Drugs

THE DRUG manufacturing companies, among the foremost users of radio time to promote the sale of their packaged proprietaries, have, as a class, been in no hurry to add television to their list of major media. During 1949 the TV networks acquired only four clients from this category of advertisers, whose dollar time purchases amounted to less than 2% of the total volume of TV network time sales for the year. Spot TV fared little better in 1949, with only 13 accounts from this class in the entire year, and that total includes four makes of hearing aids.

TV's largest drug client last year was Drug Store Television Productions, comprising some 16 local or regional drug store chains who combined in sponsoring *Cavalcade of Stars* for an hour each Saturday evening on the DuMont TV Network. Early this year, DSTP added a Tuesday hour-long *Cavalcade of Bands*, also on DuMont, and it is estimated that this combination will spend approximately $2 million for these two TV programs during 1950.

Miles Labs, which early last year added a video version of its popular *Quiz Kids* show to the radio series, is continuing this program in 1950. Instead of dropping the *Quiz Kids* during the summer months, as it did last year, Miles this summer will sponsor the program on an every-other-week basis, resuming weekly telecasts in the fall.

Sterling Drug Inc. entered the daytime TV field early in 1949, sponsoring *OK Mother* with Dennis James on WABD (TV) New York, key station of the DuMont network. In December, when DuMont inaugurated network daytime service for its video affiliates, Sterling extended *OK Mother's* scope to network proportions as well.

Of the 12 advertisers in this class who used spot TV in February 1950, according to Rorabaugh's TV report for that month, Emerson Drug Co. had announcements on 15 stations for Bromo-Seltzer; Glamour Products Co. (Vitrex reducing aids) had participations on three stations; Grove Labs used participations on two stations for 4-Way Cold Tablets; Skillerns Drug Co. (Dallas drug chain) sponsored a 10-minute *Sports Preview* on WBAP-TV Ft. Worth-Dallas, while the other eight—Automatic-Tooth-Pak (tooth brush), G. Cerebeli & Co. (Brioschi), Knox Co. (Mendaco), W. W. Lee Co. (cold remedy), Ludens Inc. (cough drops), F. Ad. Richter & Co. (Anchor Pain Expeller, 3XB), Serutan Co. (laxative), Sonotone Corp. (hearing aids)—each used announcements on one station.

Local TV advertisers in February included: Independent Drug-

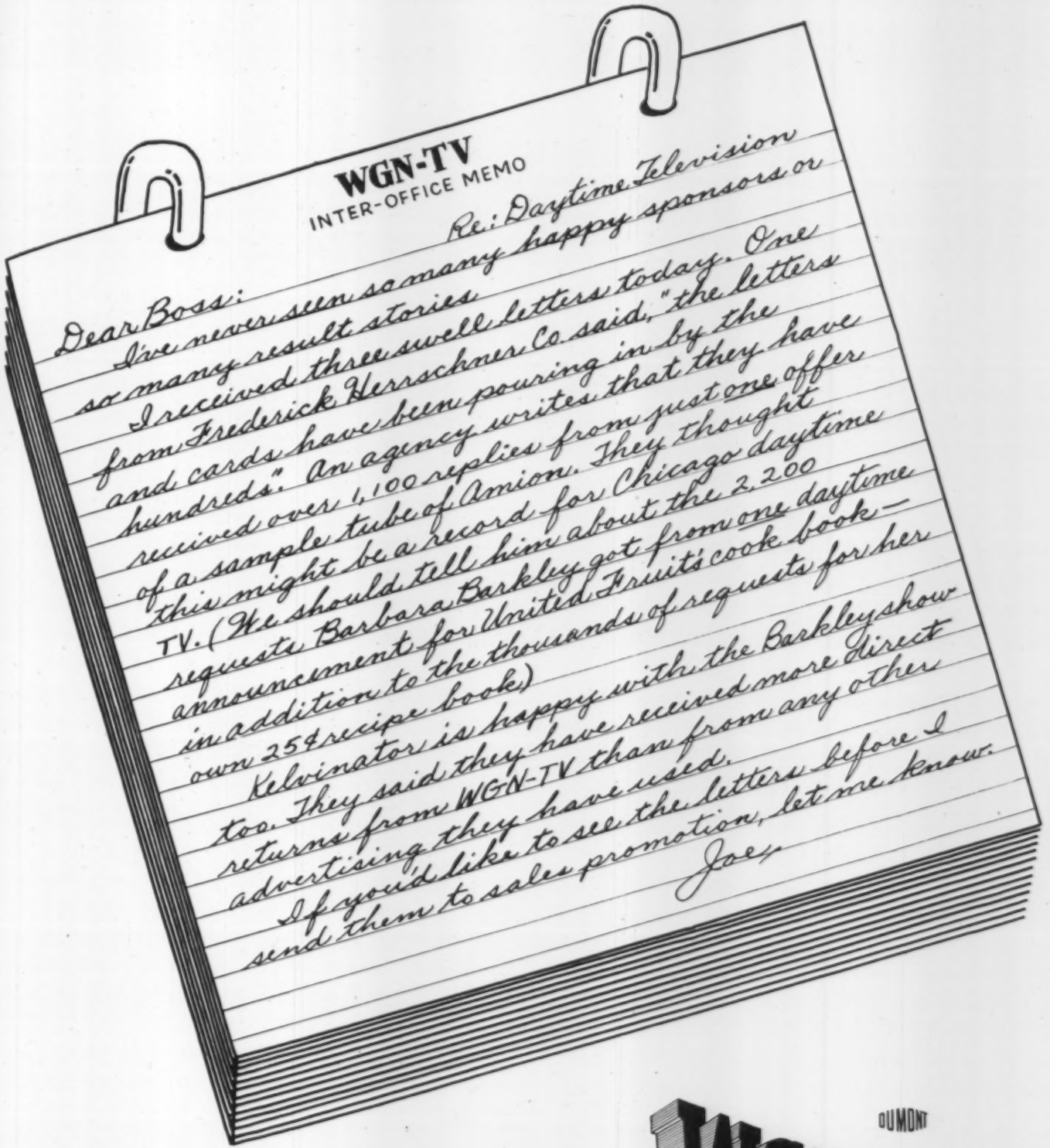
(Continued on page 144)

CLASS 9. DRUGS & REMEDIES

LEADING NETWORK ADVERTISERS

		1949 Network (Gross) $242,718	1949 Spot * (Net) $60,200
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Cost**
DRUG STORE TELEVISION PRODUCTIONS			$161,600
"Cavalcade of Stars" Stanton B. Fisher	Drug Products	DuM-19-1 (June-Dec.)	
MILES LABS			70,170
"Quiz Kids" Wade Adv.	Alka Seltzer, Vitamins	NBC-18-½ (Mar.-May; Sept.-Dec.)	
STERLING DRUG INC.			6,748
"O. K. Mother" Dancer-Fitzgerald-Sample	Drug Products	DuM-15-2½ (Dec.)	
VICK CHEMICAL CO.			4,200
"Picture This" Morse International	Va-tro-nol, Vapo-Rub	NBC-7-10min. (Jan.-Feb.)	

Source: Publishers Information Bureau — * TELECASTING Estimate


WGN-TV
INTER-OFFICE MEMO
Re: Daytime Television
Dear Boss:
I've never seen so many happy sponsors or so many result stories.
I received three swell letters today. One from Frederick Herrschner Co. said, "the letters and cards have been pouring in by the hundreds." An agency writes that they have received over 1,100 replies from just one offer of a sample tube of Amion. They thought this might be a record for Chicago daytime TV. (He should tell him about the 2,200 requests Barbara Barkley got from one daytime announcement for United Fruit's cook book—in addition to the thousands of requests for her own 25¢ recipe book.)
Kelvinator is happy with the Barkley show too. They said they have received more direct returns from WGN-TV than from any other advertising they have used.
If you'd like to see the letters before I send them to sales promotion, let me know.
Joe

This month . . .

WGN-TV *begins programming at 10:00 a.m. Monday thru Friday*

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Drugs

(Continued from page 142)

gists of California, sponsoring *Home Movie Theatre* on KFI-TV Los Angeles; Miles California Co. (Alka Seltzer distributor), sponsoring *Queen for a Day*, 30 minutes a week on KTSL (TV) Los Angeles; Marshall Drug Co., with *Rising Stars* for 15 minutes five times a week on WEWS (TV) Cleveland; Thrifty Drug Stores, using announcements on KECA-TV and KNBH (TV) and the weekly half-hour *What's the Name of That Song?* on KTSL (TV), all Los Angeles; Eckerd's Drug Store, using announcements on WICU (TV) Erie, and C. R. Bundt (pharmacy), using announcements on WSPD-TV Toledo.

Dictograph Products Corp. is considering use of TV on Los Angeles stations this spring to augment the radio schedule for Acousticon hearing aids.

Class 10: . . . . Entertainment

ENTERTAINMENT advertising on television is extremely limited and the little there is is almost entirely local. Of the 23 advertisers in this group who used television in February, as shown in the *Rorabaugh Report on TV Advertising* for that month, Warner Bros. was the only one to use stations in more than one city. This company used announcements on WEWS (TV) Cleveland and two-minute spots on WFIL-TV Philadelphia.

Other motion picture production companies with TV advertising in February were Eagle Lion Films, using daily announcements on WNAC-TV Boston; Paramount Pictures, daily three-minute trailers on KTLA (TV) Los Angeles; RKO Radio Pictures, announcements on WNAC-TV and WBZ-TV, both Boston, and Vanguard Films, announcements on five Los Angeles stations.

This group also included nine movie theatres or theatre chains, two ballrooms, two night clubs, one recreation hall, one ice hockey series, one greyhound racing track, one circus and one rodeo.

A more widespread campaign has been prepared by Selznick Releasing Organization for "The Third Man." Filmed announcements are to be used in 58 cities as the picture is released in each market. Atlantic Racing Assn. plans use of TV spot campaign in Eastern cities.

Perhaps there are good reasons why the large motion picture production organizations, usually so adept at publicizing their wares, have not made better use of television. But to an outsider it seems peculiar that this medium is not more extensively used by movie makers to whet the appetites of home viewers for the pictures on display at the theatres in their communities. Few, if any, movie houses miss the opportunity to follow the showing of their feature films with trailers for the bigger and better pictures they are going to show in the future. Putting these trailers on TV to reach the home audience, which theatre operators charge that TV is keeping out of the movie houses, would appear to be the best kind of advertising the movies could do. Certainly, they've got to do something to reverse the decline in attendance, which has steadily fallen since 1946. Perhaps instead of complaining about the power of TV, the movie makers ought to put it to work for their products.

CLASS 10. ENTERTAINMENT & AMUSEMENTS

There were no network advertisers in this category during 1949.

1949 Spot (Net) * .....$34,400 *** TELECASTING Estimate**

Class 11: . . . . Foods

INCREASED advertising of food products on TV this year is anticipated by Paul S. Willis, president, Grocery Manufacturers of America, who told TELECASTING that "television advertising probably will be greater than in 1949 because it is a new medium and more companies will test its pulling powers during 1950."

Figures for the opening months of this year bear out Mr. Willis' prediction. In February 10 members of this group sponsored one or more TV network programs, compared to nine using the networks at any time during 1949. More than 120 food companies were using spot TV in February, indicating that 1950's total will far exceed the 178 food companies using spot TV during 1949.

Food producers and dealers are also good TV advertisers at the local level, with 283 of TV's 1,890 local advertisers active in February coming from this class. Of these local campaigns, 51 advertised bakery products and 63 promoted milk and other dairy products, including a great number of locally-placed video ads for Reddi-Wip. Potato chip advertisements were another important group of food advertisers using television at the local level. The total also included 44 restaurants.

TV network food accounts in 1949, in addition to those shown in the table, included: American Bakeries, which in October began sponsoring ABC's *Lone Ranger* for a Thursday half-hour, spending $8,910 for network time to the end of the year; Libby, McNeill & Libby, which started *Auction-Aire* on ABC in September as a Friday half-hour program ($24,780); Phillips Packing Co. advertised its soups with *Lucky Pup* 15 minutes a week on CBS May-November ($41,652) and in December began sponsoring *Easy Aces* for a like period on DuMont ($4,920).

All the network programs sponsored by this group in December have continued into 1950. In January, Wander Co. began sponsoring *Howdy Doody* on NBC two quarter-hours a week; in February, Gorton-Pew Fisheries Co. began using *Homemakers Exchange*, CBS daytime participating program, which in April added Chr. Hansen's Lab. (Junket) to its sponsor list. General Mills sponsored the Chicago Golden Gloves finals on March 29 over ABC as a one-time event. This month, Hi-V Corp. (frozen fruit concentrates) has started Arthur Godfrey in a twice-weekly 15-minute series of ukelele lessons on CBS. Arnold Bakers, sponsor of Faye Emerson's weekly quarter-hour, on April 15 moved the show from WCBS-TV New York to an NBC Eastern network. Taylor-Reed Corp. (Cocoa-Marsh syrup) is now sponsoring *Magic Cottage*, DuMont children's daily half-hour, four days a week and 15 minutes on the fifth day.

Borden Co. used more stations than any other TV spot advertiser in February, according to the *Rorabaugh Report on TV Advertising*, which showed this company placing spots on 52 stations for its dairy products. Duffy-Mott Corp. (fruit products) used announcements on 24 stations and sponsored *Hollywood Screen Test*, ABC co-op TV program, on WENR-TV Chicago and WMAL-TV Washington. General Foods used announcements on 21 stations for Bird's Eye Frosted Foods; Weston Biscuit Co. used announcements on 16 stations and Ward Baking advertised Tip-Top Bread with announcements on 15 stations.

Louis Milani Foods (salad dressing, Charcolit) used TV announcements on 13 stations in February; Breyer Ice Cream Co., announcements on 12 stations; Interstate Bakeries Corp. sponsored *Hopalong Cassidy* for an hour a week on five stations and announcements on

(Continued on page 146)

CLASS 11. FOOD & FOOD PRODUCTS

LEADING NETWORK ADVERTISERS

		1949 Network (Gross) $1,295,925	1949 Spot * (Net) $1,066,400
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Cost**
NATIONAL DAIRY PRODUCT CORP.			$453,990
"Kukla, Fran & Ollie" N. W. Ayer & Son	Ice Cream	NBC-36-1 (Sept.-Dec.)	168,990
"Kraft Television Theater" J. Walter Thompson Co.	Mayonnaise Cheese	NBC-22-1	285,000
GENERAL FOODS CORP.			365,696
"Author Meets Critics" (Eff. July 31) "Meredith Willson" Young & Rubicam	Jell-O	NBC-15-½ (Jan.-Aug.)	68,515
"Meet the Press" (Eff. Feb. 27) "Lambs Gambol" (Eff. May 29) "Leave It to the Girls" Benton & Bowles	Maxwell House Coffee	NBC-14-½ (Jan.-Aug.)	65,725
"Aldrich Family" Young & Rubicam	Jell-O	NBC-17-½ (Oct.-Dec.)	51,480
"Mama" Benton & Bowles	Maxwell House Coffee	CBS-16-½ (Aug.-Dec.)	84,690
"Goldbergs" Young & Rubicam	Sanka Coffee	CBS-15-½ (Mar.-June; Aug.-Dec.)	95,286
KELLOGG CO.			128,712
"Singing Lady" N. W. Ayer & Son	Cereals	ABC-12-½ (Feb.-Dec.)	
SWIFT & CO.			126,988
"Swift Show" McCann-Erickson	Meats, Cheese	NBC-18-½ (Jan.-Aug.)	79,410
"Super Circus" Needham, Louis & Brorby	Peanut Butter	ABC-12-½ (May-Oct.)	47,588
GENERAL MILLS			75,027
"Lone Ranger" Dancer-Fitzgerald-Sample	Cereals	ABC-30-½ (Sept.-Dec.)	
LEVER BROTHERS CO.			65,240
"Godfrey's Talent Scouts"	Lipton's Tea, Soup Mixes	CBS-8-½ (Jan.-May; Sept.-Dec.)	

Source: Publishers Information Bureau

*** TELECASTING Estimate**

Leading film producer, Irving Hartley of Hartley Productions, N. Y. C., shooting a scene at Chichicastenango, Guatemala, for the Pan American World Airways' color travel film "Wings to Mexico and Guatemala."

Here is the Maurer 16 mm. at Chichicastenango!

Mr. Irving Hartley, top-flight cinematographer and producer—like dozens of others in the field—knows, uses and recommends the Maurer 16 mm. camera *wherever* and *whenever* excellent *color* photography is required, for the following reasons:

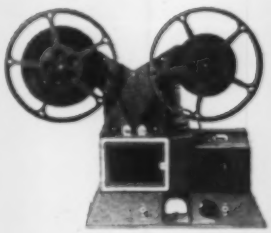
Its VERSATILITY first of all, makes it ideal for all sorts of color work, its accuracy, precision high power focusing system and its large clear glass direct-through-the-lens viewing system insure excellent results at all times.

Its DEPENDABILITY, the result of years of rigid testing and improvement have made it ideal for below freezing or torrid conditions—the dependable camera for all field work.

Its UNIQUE FEATURES, such as the 235° *dissolving* shutter, allows you to shoot with one-third less light, and with automatic fades and smooth lap dissolves made right in the camera.

These are some of the many reasons why *more* and *more* of the best professional cameramen today pick the Maurer—the 16 mm. camera designed specifically for professional use!

For details on these and other *exclusive* Maurer features, write Dept.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. Its unique optical system reduces photo-cell hiss—resulting in excellent quality reproduction.

J. A. Maurer, INC.
37-01 31st Street, Long Island City 1, N.Y.
850 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER

Foods

(Continued from page 144)

four stations; Langendorf United Bakeries also used *Hopalong Cassidy* on two stations and announcements on four stations; Gordon Baking Co. had *Hopalong Cassidy* on three stations.

United Fruit Co. (bananas) sponsored *Stranger Than Fiction* 15 minutes a week on WNAC-TV Boston and used announcements on that and eight other stations; Aunt Ellen's Pi-Do used announcements on eight stations; General Baking Co. used announcements on eight stations; Continental Baking Co. used announcements on six stations; R. Gerber & Co. used announcements on six stations; H. W. Lay & Co. also used six stations. All others in this group were on five or fewer. Hygrade Food Products Corp. is planning use of TV in major markets.

Class 12: . . . Gasoline, Oil

ALTHOUGH the show rated most popular in television is sponsored by a producer of gasoline and motor oil, as a class, the petroleum and coal industry has not exactly stormed at TV's gates to demand time on the video air. Last year eight members of this class sponsored network programs and 26 used spot TV to some extent. In February 1950, last month for which figures have been compiled, there were three network advertisers, 10 in the spot category and 24 local accounts from this group using TV time.

The two network sponsors in 1949 not shown in the table were Socony-Vacuum Oil Co., which paid for a special Sunday afternoon NBC telecast of *Julius Caesar* as performed by the Amherst Players, using $7,920 worth of time, at gross rates, and Union Oil Co. of California, which presented its 1948 annual report in a special one-time telecast on CBS ($3,575).

Continuing into 1950 on the TV networks were Standard Oil of Indiana's *Wayne King Show*, Texas Co.'s *Texaco Star Theatre* and Gulf Oil's *We the People*. Spotwise in February, Esso Standard Oil Co., using announcements on 22 stations, was the only advertiser from this class to use time on more than two stations.

Pan-X Co. is using spot TV this spring as part of an introductory campaign for its new liquid cooking agent, starting in mid-March in about 20 markets. Union Oil Co. has ordered four one-minute TV filmed commercials from Hal Roach Studios, and Pennzoil Co. is also planning use of TV film announcements. Pure Oil Co. late this month will start a 13-week announcement campaign, using five announcements a week on stations in 13 markets.

A number of oil companies sponsored football telecasts during the 1949 season in addition to Sun Oil's pro grames on ABC. Atlantic Refining Co., as it has since before the war, sponsored WPTZ (TV) Philadelphia's coverage of the U. of Penn games; Standard Oil of Indiana sponsored Minnesota U.'s home games on KSTP-TV Minneapolis-St. Paul; Tidewater-Associated Oil Co. sponsored Stanford U.'s home games on KPIX (TV) San Francisco and Sun Oil bought time on WAAM (TV) Baltimore to telecast four midwestern collegiate gridiron contests. Humble Oil & Refining Co. of Texas sponsored the Notre Dame-Southern Methodist game on the three Dallas-Ft. Worth stations — WBAP-TV, KBTV (TV) and KRLD-TV. The charity game between the Washington Redskins and Los Angeles Rams was telecast by KTTV (TV) Los Angeles with Richfield Oil Corp. as sponsor. More football and other sports coverage may be expected from the oil industry this year.

CLASS 12. GASOLINE, LUBRICANTS & OTHER FUELS

LEADING NETWORK ADVERTISERS		Network (Gross) $719,609	1949 Spot * (Net) $86,000
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
TEXAS CO.			$297,640
"Metropolitan Opera" Kudner Agency	Institutional	ABC-7-3¾ (one time)	7,490
"Texaco Star Theater" Kudner Agency	Gas, Oil, Grease	NBC-33-1 (Jan.-June; Sept.-Dec.)	290,150
GULF OIL CO.			214,770
"We, the People" Young & Rubicam	All Gulf Products	CBS-20-½ (Jan.-Oct.)	98,910
"We, the People" Young & Rubicam	All Gulf Products	NBC-33-½ (Nov.-Dec.)	47,550
"Gulf Road Show" Young & Rubicam	Gas, Oil, Tires, etc.	NBC-20-½ (Jan.-June)	68,310
SUN OIL CO. "Pro Football" Hewitt, Ogilvy, Benson & Mather	Gas, Oil, Accessories	ABC-16-2½ (Aug.-Dec.)	72,958
STANDARD OIL CO. OF INDIANA			42,585
"Navy-Notre Dame Game" McCann-Erickson	Gas, Oil	CBS-7-1½ (one time)	11,475
"Army Championship Boxing Bouts" Joseph Katz Co.	Amoco Gas, Oil	NBC-11-3 (one time)	10,200
"Wayne King Show" McCann-Erickson	Gas, Oil	NBC-8-½ (Sept.-Dec.)	20,910
CITIES SERVICE CO. "Band of America" Ellington & Co.	Gas, Oil	NBC-16-½ (Oct.-Dec.)	41,145
STANDARD OIL CO. OF NEW JERSEY "Tonight on Broadway" Marschalk & Pratt	Gas, Oil	CBS-13-½ (Oct.-Dec.)	39,016

Source: Publishers Information Bureau * TELECASTING Estimate

Class 13: . . . Horticulture

FIFTEEN florists and nurseries used TV time on local stations during February, according to the *Rorabaugh Report on TV Advertising* for that month, latest for which information is available. The report showed no network use of TV by any advertiser of this class and only one spot account—California Spray Chemical Co., on KFI-TV Los Angeles. Never large users of radio time, this group seems unlikely to become a major source of TV revenue.

CLASS 13. HORTICULTURE

There were no network advertisers in this class during 1949.

1949 Spot (Net) * .....$17,200 * TELECASTING Estimate

Class 14: . . . Household Equipment

AS IN RADIO, advertising of household equipment and supplies in television is placed mostly at the local level. In February, last month for which detailed information is available, Rorabaugh reported four network accounts (all continued from last year), a score of spot accounts (nearly all using only one station) and some 200 local accounts. Many of the electrical appliance stores which comprised the bulk of the local business of this class advertised only a single brand of appliance, indicating that they might be advertising under a manufacturer's cooperative cost-sharing program.

Frigidaire Div. of General Motors Corp. swelled the network roster to five clients from this class for 90 minutes on Easter when it sponsored a special variety show with Bob Hope as m.c. on a 45-station NBC-TV nework.

Home equipment TV spot advertisers in February included General Controls Corp., using announcements on 11 stations for its thermostats; Seeman Brothers, announcements on seven stations for Air Wick; O'Cedar Corp., announcements on nine stations for mops; Western Stove Co., Home Container Corp. (Fresherator) and Moeller Mfg. Co. (bottle stoppers) used announcements on three stations each. The rest were one-station advertisers.

O'Cedar Corp. has extended its TV announcements to 17 stations for its new sponge mops; Philco Corp. is advertising electric ranges with a half-hour show, *Philco Mystery Chef*, on two stations; Procter Electric Co. for its ironing equipment is testing *Television Women's Club* for 13 Wednesday afternoon half-hours on WCAU-TV Philadelphia with an eye to a network campaign if it succeeds.

Nineteen Hundred Corp. this year is including TV for the first time in its cooperative advertising plan, offering three TV film commercials to dealers and distributors for cooperative sponsorship. Other firms in this field with dealer co-op plans include General Electric, American Coolair Corp., York-Shipley, Lesson Steel Products and A. O. Smith Corp.

(Table on Class 14 Advertisers on page 150)

for Sheer ENTERTAINMENT!

The magnificent film, TAWNY PIPIT — "Movie magic . . . a wonderful work . . . Seldom does such charm and humor reach the screen." New York Times, Sept. 8, 1947.

Richard Greene in DON'T TAKE IT TO HEART — "A delightful comedy fantasy that takes hold of one's heart." New York Times, Dec. 25, 1948.

. . . match these feature pictures against any series in television!

ALL CURRENT PICTURES — All produced after 1944 — more than half in '48 and '49.

FIRST RUN IN AMERICA — Less than a quarter of the 75 pictures have been shown theatrically in the U. S.

TOP PRODUCTION VALUES — Class A budgets — $750,000 and over.

WORLD KNOWN STARS — Lawrence Olivier, Beatrice Lillie, James Mason, Wendy Hiller, Sir Cedric Hardwicke, Lilli Palmer.

ALSO

James Mason in A PLACE OF ONE'S OWN — "Full of atmosphere . . . exciting." New York Times, Feb. 8, 1949.

Sir Cedric Hardwicke in NICHOLAS NICKELBY — "Faithful characterization . . . introduces an entertaining gallery of new Dickens characters to the screen." New York Times, Dec. 1, 1947.

EASY MONEY — ". . . continuously diverting film fare . . ." New York Times, Feb. 14, 1949.

Noel Coward's THIS HAPPY BREED — ". . . gratifying entertainment for those who put their faith in the human heart." New York Times, April 14, 1947.

THE WOMAN IN THE HALL — ". . . highly palatable . . ." New York Times, Jan. 24, 1947.

Sir Ralph Richardson in SILVER FLEET — "Credit the British film makers with another deft melodrama." New York Times, March 24, 1945.

A CANTERBURY TALE with Eric Portman — ". . . simple, direct, unaffected, charming . . ." New York Times, Jan. 24, 1949.

Wendy Hiller in I KNOW WHERE I'M GOING — "The most satisfying screen romance of many a season . . . a treat for moviegoers." New York Times, Aug. 20, 1947.

List of the full 75 pictures, with stars, summaries, and per market prices upon request.

STANDARD TELEVISION
1501 Broadway
New York 18, N. Y.
LOngacre 4-8234

Telestatus

Weaver Cites TV's Circulation

(Report 107)

TELEVISION already has a bigger audience than the major magazines, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, said Tuesday in an address to the Pittsburgh Advertising Club.

Mr. Weaver pointed out that "in the major markets, the number of television sets available are considerably in excess of the circulation of any major magazine in the same market." And the actual TV audience includes a tremendous bonus circulation, he added, stating that television programs are now available to three out of every five U. S. families. Of the 20 million viewers who watched NBC-TV shows in February, he reported, nearly half are not owners of TV receivers but watched the programs at the homes of friends or in public places.

Cites Non-Set-Owning Viewers

"The viewing of television programs by non-owners represents a sizeable and continual and highly productive market for advertising," he said.

Mr. Weaver also called attention to the fact that the general circulation of any video series is considerably higher than any individual program ratings will show. Cumulative audience studies, he said, reveal that individual program ratings cover only one-third to one-half of the number of people who watch the program regularly.

Television's Potential Market Surveyed

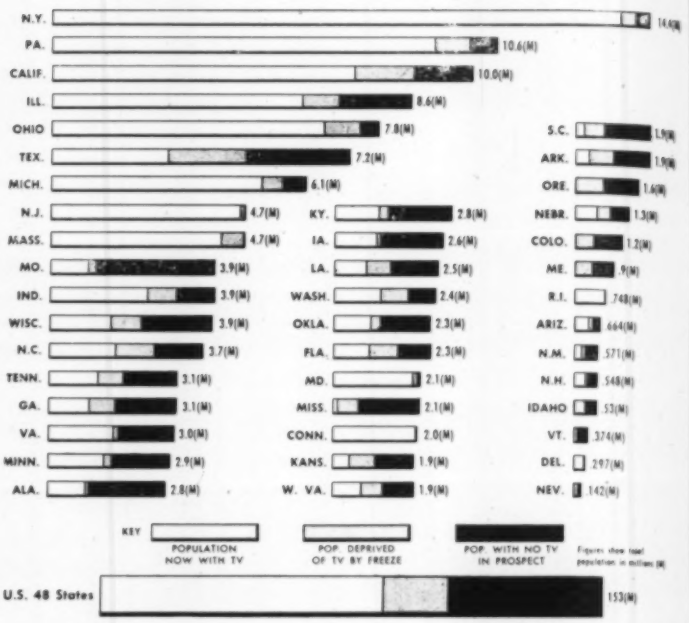
FCC's TELEVISION freeze and the absence of applications for new TV stations are hurting President Truman's home state of Missouri worst of all, from the standpoint of total population out of reach of television.

This is shown by Dr. O. H. Caldwell, former Federal Radio Commissioner, in the April issue of the Caldwell-Clements magazine *Tele-Tech*, of which he is editor (see chart this page).

Dr. Caldwell reports 3 million Missourians are currently beyond the range of television and to a great extent appear destined to remain so until the freeze is lifted and new stations are applied for and built.

He estimates that 87 million of the U. S. total 153 million population are within television's reach. Of the estimated 66 million beyond range, *Tele-Tech* says 20 million are deprived of TV solely by FCC's freeze, while the remaining 46 million have no prospect of getting television service until new stations are sought and authorized under an extension of the television broadcast band.

In proportion to their respective total populations, it is pointed out, seven states are harder hit than Missouri. These are listed as Mississippi, South Carolina, Arkansas, Oregon, Colorado, Maine and Idaho.



THIS CHART shows for the United States, and for each of the 48, total population, the proportions which receive television service, those which are deprived of TV by the freeze on pending applications and those with no television service in prospect due to the absence of TV applications. The figures show total populations in millions. The chart is from Caldwell-Clements' *Tele-Tech*.

* * *

New York, New Jersey, Pennsylvania, Ohio, Illinois, Massachusetts and Michigan are described as well served with television.

Weekly Television Summary—April 17, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	8,860
Atlanta	WAGA-TV, WSB-TV	32,350
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	11,220
Birmingham	WAFM-TV, WBRC-TV	12,100
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	305,793
Buffalo	WBEN-TV	84,849
Charlotte	WBTV	13,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366
Cincinnati	WCPO-TV, WKRC-TV, WLWT	99,500
Cleveland	WEWS, WNBK, WXEL	200,269
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125
Davenport	WOC-TV	9,375
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	47,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	203,000
Erie	WICU	33,432
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	10,400
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	7,200
Indianapolis	WFBM-TV	36,500
Jacksonville	WMBR-TV	9,000
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	.....	10,986
Kansas City	WDAF-TV	32,347
Lancaster*	WGAL-TV	40,720
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	448,737
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	29,775
Miami	WTVJ	22,000
Milwaukee	WTMJ-TV	101,016
Minn.-St. Paul	KSTP-TV, WTCN-TV	74,900
Nashville	.....	100
New Haven	WNHC-TV	72,700
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,145,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	WTAR-TV	10,008
Oklahoma City	WKY-TV	24,755
Omaha	WOW-TV, KMTV	21,088
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Phoenix	KPHO-TV	4,500
Pittsburgh	WDTV	91,000
Portland, Ore.	.....	887
Providence	WJAR-TV	34,125
Richmond	WTVR	26,213
Rochester	WHAM-TV	35,436
Salt Lake City	KDYL-TV, KSL-TV	14,200
San Antonio	KEYL, WOAI-TV	13,427
San Diego	KFMB-TV	34,900
San Francisco	KGO-TV, KPIX, KRON-TV	43,442
Schenectady	WRGB	70,000
Seattle	KING-TV	24,450
St. Louis	KSD-TV	111,500
Syracuse	WHEN, WSYR-TV	33,758
Toledo	WSPD-TV	39,000
Tulsa	KOTV	20,800
Utica-Rome	WKTV	11,500
Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas.

Total Markets on Air 60 Stations on Air 103 Sets in Use 5,127,921

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessary approximate.

New Rate Card For KSD-TV

A NEW rate card, effective May 1, 1950, has been announced by KSD-TV St. Louis.

Time charges for an hour of Class A time (6-11 p.m., Mon.-Fri., 1-11 p.m., Sat. & Sun.) becomes $500. In Class B time (all hours other than Class A) the hour one-time rate will be $300. One Class A minute is set at $100 and a Class B minute at $60. These are time charges for live talent programs and announcements only. Services of projectionists, stagehands, musical, dramatic and other talent charges are extra.

Film programs and sound-on-film announcements are 10% less than the live time charge rate. Frequency discounts run from 5% for 13 times to 25% for 200 times or more. Rehearsal charges are $50 an hour up to five hours and $150 for each hour over five.

* * *

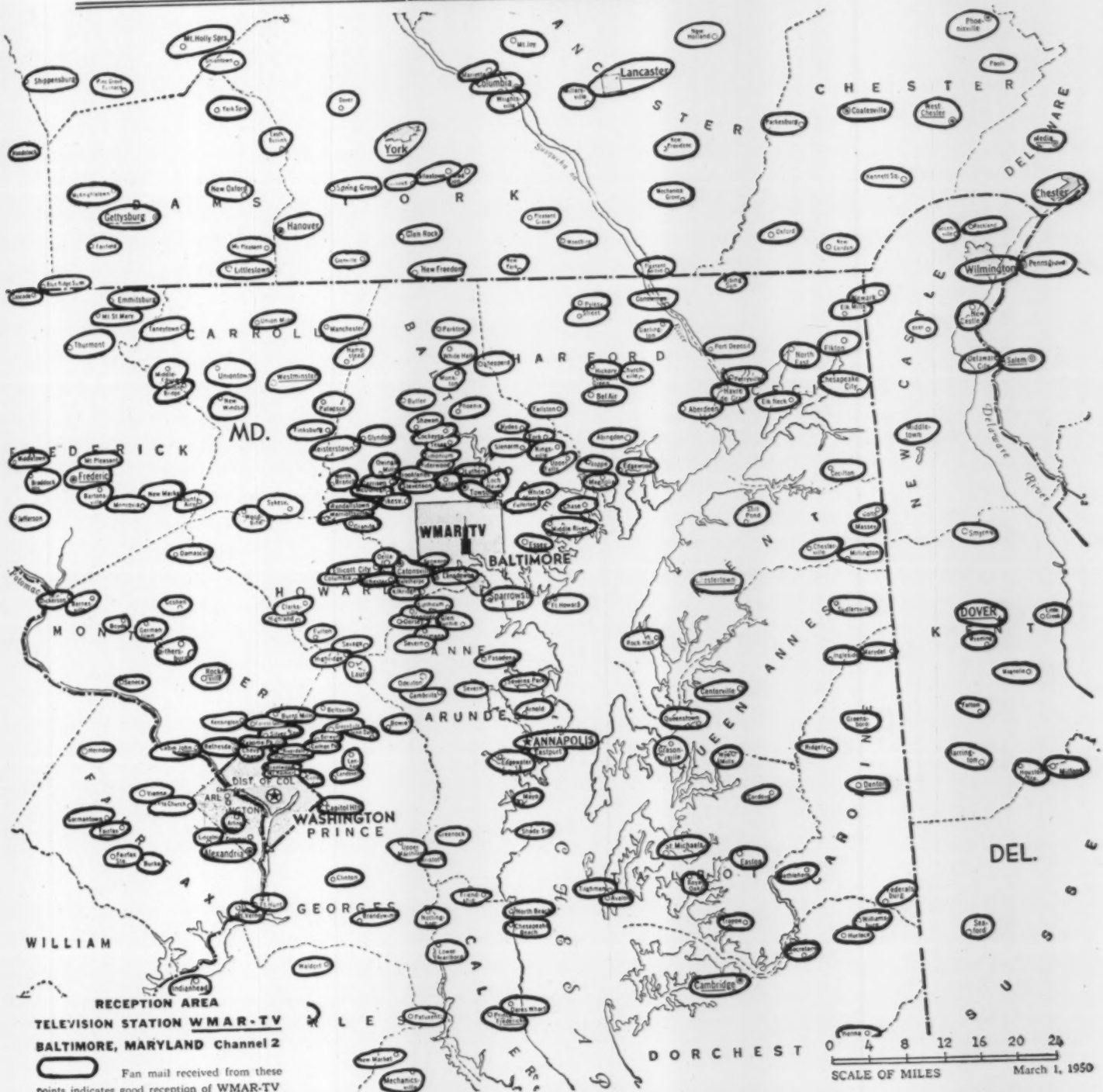
March Record For Buffalo

MARCH reported as biggest month in Buffalo TV history with 9,156 television sets installed. There are now 84,849 sets in the area, WBEN-TV Buffalo reports.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



WMAR-TV delivers the largest evening audience of any radio or television station in Baltimore.*

*Based on C. E. Hooper, Inc., "TV Audience Index and TV Trends" December 1949 through February 1950 —average 6—10:30 P. M. Saturday through Sunday audience.

Television affiliate of the Columbia Broadcasting System—Represented nationally by the Katz Agency, Inc., New York

CLASS 14. HOUSEHOLD EQUIPMENT

LEADING NETWORK ADVERTISERS	Network (Gross) $457,218	1949 Spot * (Net) $473,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
GENERAL ELECTRIC CO.			$192,928
"Hotpoint Holiday" Maxon Inc.	Electric Appliances	CBS-18-1 (one time)	4,238
"Riddle Me This" BBDO	Lamps	CBS-5-½ (Jan.-March)	11,340
"Fred Waring Show" Young & Rubicam	All Products	CBS-29-1 (Apr.-June; Sept.-Dec.)	177,350
WESTINGHOUSE ELECTRIC CORP.			181,390
"Studio One" McCann-Erickson	All Products	CBS-33-1 (May-June; Sept.-Dec.)	
SCOTT PAPER CO.			34,660
"Dione Lucas" J. Walter Thompson Co.	Paper Towels	CBS-5-¼ (Feb.-Nov.)	
NASH-KELVINATOR CORP.			32,400
"Homemakers Exchange" Geyer, Newell & Ganger	Refrigerators, Ranges	CBS-15- (Oct.-Dec.)	
SEEMAN BROTHERS			15,840
"Vanity Fair" William H. Weintraub & Co.	Air Wick	CBS-3-10min. (Oct.-Dec.)	

Source: Publishers Information Bureau * TELECASTING Estimate

CLASS 15. HOUSEHOLD FURNISHINGS

LEADING NETWORK ADVERTISERS	Network (Gross) $819,698	1949 Spot * (Net) $86,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
MOHAWK CARPET MILLS			$307,770
"Mohawk Showroom" George R. Nelson Inc.	Rugs, Carpets	NBC-36-1¼ (May-July; Sept.-Dec.)	
BIGELOW-SANFORD CARPET CO.			193,111
"Bigelow Show" Young & Ruibcam	Carpets	NBC-29-½ (Jan.-July)	105,930
"Bigelow Show" Young & Rubicam	Carpets	CBS-33-½ (Oct.-Dec.)	87,181
BONAFIDE MILLS			191,850
"Stop Me If You've Heard This One" (Eff. Apr.) "Theatrical Agency" (Eff. Aug. 26) "Bonny Maid Versatile Varieties" Gibralter Adv. Agency	Linoleum	NBC-35-½ (Jan.-June; Aug.-Dec.)	
INTERNATIONAL SILVER CO.			80,647
"Silver Theater" Young & Rubicam	Tableware	CBS-30-½ (Oct.-Dec.)	
C. H. MASLAND & SONS			46,320
"At Home Party" Anderson, Davis & Platte	Rugs, Carpets	CBS-20-¼ (Sept.-Dec.)	

Source: Publishers Information Bureau * TELECASTING Estimate

CLASS 15: . . . Household Furnishings

FURNITURE retailers have been quick to make use of this new advertising medium of television, possibly because they realize its ability to picture their wares and to picture them in use, with a tired businessman sinking into an easy chair with a sigh of relaxation, for example, or it may be because many furniture dealers are also retailers of television sets and realize the deep fascination that TV holds for their customers.

For whatever reason, they are using television advertising in increasing numbers. In February the nation's TV stations reported 118 advertisers from this class among their local clients—65 advertising furniture, 19 floor coverings, 10 upholstery, 13 awnings and blinds, seven mattresses, three interior decorating service and one furniture repairing.

February's TV spot campaigns included three placed by members of this group: Cameo Curtains Inc., using announcements on 20 stations; Simmons Co., with announcements on 10 stations for its mattresses; Alexander Smith & Sons Carpet Co., using participations in *The Girl Next Door* on WPTZ (TV) Philadelphia.

Network sponsors included International Silver Co., C. H. Masland & Sons and Bonafide Mills, continuing the programs listed in the table. Mohawk Carpet Mills has reduced *Mohawk Showroom* from five to three times a week on NBC and Congoleum-Nairn has begun sponsoring *Garroway at Large* on that network 30 minutes each Sunday evening. Armstrong Cork Co. in June will start a dramatic program on NBC in a Tuesday evening half-hour. Bigelow-Sanford Carpet Co. dropped its *Bigelow Show* at the end of the year.

IT'S NEW!

. . . Even Newer Than Television

T-V CHECK INC.

Provides a television checking service and permanent picture record of T-V shows and commercials exactly as the audience receives them . . . black and white still photos . . . or sound-on film-motion pictures . . . taken directly from video receivers.

Orders are accepted from Sponsors, their Advertising Agencies, Owners of Package Shows or Television Stations on their programs for checking and audition purposes only.

Twenty-four hour delivery on films or photos, accompanied by certified statement of time, station, and conditions of telecast and reception.

Available on local and network programs with Chicago outlets.

Studios are equipped with newest 16-inch T-V receivers, sound-on-film cameras, and still cameras exclusively constructed for T-V checking.

T-V CHECK INC. all services originated by and under the supervision of the Jos. W. Hicks organization, Public Relations Counsel.

For further information, write or call . . .

T-V CHECK INC.

Suite 3213, 141 W. Jackson Blvd.

Chicago 4, Ill.

Phone WEbster 9-5050

CLASS 16: . . . Industrial Materials

INDUSTRIAL materials, by definition, are not items designed for use by the general public. Hence their advertising is not apt to be placed in any volume in a mass medium such as television. (Nor in radio, where this class consists almost entirely of the institutional campaigns sponsored by duPont and U. S. Steel.)

There were six clients of this group using TV in February, according to the Rorabaugh report for that month. Armco Steel Corp. sponsored two highschool basketball games telecast by WKRC-TV Cincinnati. G. Ruhnke Industrial Blower System used announcements on WENR-TV Chicago. Troup Engineering Co. advertised its four-speed electric motor, Bar-B-Ques, with announcements on four Los Angeles stations. Sharie Inc. used a five-minute demonstration to advertise its power saws and tools on WMAR-TV Baltimore. Burgess Co. for its tools used the 15-minute *Hobby Parade* on WGN-TV Chicago. Peninsular Armature Works used announcements on WTVJ (TV) Miami for its electric motors.

Since the expiration of Rockwell Mfg. Co.'s *That's O'Toole* last June, there has been no TV network account of this type.

CLASS 16. INDUSTRIAL MATERIALS

LEADING NETWORK ADVERTISERS	Network (Gross) $11,643	1949 Spot * (Net) $43,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
ROCKWELL MFG. CO. (DELTA MFG. CO. DIV.)			$ 11,643
"That's O'Toole" Hoffman & York	Homecraft Power Tools	ABC-7-¼ (March-June)	

Source: Publishers Information Bureau * TELECASTING Estimate

CLASS 17: . . . Insurance

PILOT LIFE INSURANCE Co. was the major insurance advertiser using television in February, last month for which details are available, sponsoring ABC's TV cooperative program, *Crusade in Europe*, on WBTV (TV) Charlotte and WFMY (TV) Greensboro, N. C.

Other advertisers from this group include seven insurance brokers sponsoring video announcement campaigns on one station each and Kralee Insurance Service advertising the Blue Seal Plan with a half-hour program, *Our Gal Toni*, on WENR-TV Chicago.

An analysis of TV spot accounts in 1949 shows five insurance companies using this medium during the year, none using more than two stations and no campaign lasting more than five months.

CLASS 17. INSURANCE

There were no network advertisers in this class during 1949.

1949 Spot (Net) * . . . . . $34,400 * TELECASTING Estimate

Class 18: . . . Jewelry

INTENT on securing and holding in television the same dominant position in watch advertising it has consistently had in radio, Bulova Watch Co. appropriated around $500,000 for TV time signals and announcements during 1949, developing a technique of presenting the ads as part of the station's visual identifications so that the Bulova time signals could be broadcast on the the hour in TV as they are in radio. (That this technique has been copied by other advertisers with less reason to use it and accepted by stations for purely financial reasons, making double-spotting an almost universal practice in TV, should probably not be blamed on Bulova.)

In January 1949 Bulova time signals and announcements appeared on 35 stations; by December they were on 60 stations and the total had reached 63 by February of 1950. To keep abreast of TV's expansion and Bulova's expanding use of this medium, the company has appreciably expanded its advertising budget for 1950, raising its radio-TV appropriation from $3.5 to $4 million, of which TV will presumably get about $750,000.

Benrus Watch Co., which began using TV spots on six stations early in 1949, had time signals and announcements on 38 stations in February of 1950 and has earmarked $500,000 for TV advertising during this year, a "vast increase" over last year's TV budget, according to Adrian Flanter, Benrus advertising director. Gruen Watch Co., which has boosted its TV budget by 400%, encourages TV advertising of its watches by retailers by advertising allowances which vary according to the annual volume of purchases made by the retailer, and has recently purchased a series of 32 film commercials for dealer use. Elgin National Watch Co. also includes TV in its cooperative dealer advertising plan.

Spot advertising in TV from this group last year included 17 campaigns, nine for watches and clocks, three for watch bands, two for general jewelry lines, two for optical goods and one for cameras. Eight advertisers of this class used TV in February 1950: Bulova; Benrus; Forstner Chain Corp., with announcements on 13 stations for its watchbands; General Time Instrument Corp. (Westclox clocks and watches), using announcements on five stations; Flex-Let Corp. (watchbands), Hamilton Watch Co., Polaroid Corp. (cameras) and Semca Watch Corp., each using announcements on one TV station.

Locally, TV was used by 36 members of this class: 23 jewelry stores, two dealers in optical supplies, seven in photgraphic equipment and four photographers.

Hamilton Watch Co. was either the last TV network advertiser of 1949 or the first of 1950, or possibly both. This company sponsored a 20-minute telecast from New York's Times Square from 11:45 p.m. Dec. 31, 1949, to 12:05 a.m. Jan. 1, 1950, on NBC. No TV network advertising is currently placed by any advertiser in this class.

In an idea book the Jewelry Industry Council has sent its retailer members to help them cash in on the "1950 Silver Parade," running from April 20 through May 6, is this warning: "Don't Overlook Television." The book states: "Except when very large pieces are used, actual pieces of silverware make an appealing display over television. If television facilities are available in your community, don't overlook the possibility of appearing on television with a show that, in the main, consists of displaying and commenting on silver that your store carries. Also: Check with your suppliers for any television helps or suggestions they might be able to give you."

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS — 1949

LEADING NETWORK ADVERTISERS	Network (Gross)	Spot * (Net)
	$105,057	$1,315,800

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
SPEIDEL CORP.			$68,380
"Ed Wynn Show" Cecil & Presbrey	Watchbands	CBS-23-½ (Oct.-Dec.)	
BELL & HOWELL CO.			29,752
"Action Autographs" Henri, Hurst & McDonald	Motion Picture Cameras, Equipment	ABC-5-¼ (Apr.-June; Sept.-Dec.)	
LONGINES-WITTNAUER WATCH CO.			6,925
"Thanksgiving Day Festival" Victor A. Bennett Co.	Watches	CBS-22-1 (one-time)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 19: . . . Office Equipment

THERE were seven members of this group using spot TV during February, nine local office supply concerns and no network accounts, according to the *Rorabaugh Report on TV Advertising* for that month. W. A. Shaeffer Pen Co., the 1949 network entry of the office equipment, stationery and writing materials class, had discontinued its network show at the end of the Christmas buying season.

Minnesota Mining & Mfg. Co., using announcements on 12 stations for Scotch Tape, was the leading user of TV in the February list. U. S. Envelope Co. used announcements on 10 stations for its self-seal envelopes; Parker Pen Co. had announcements on four Chicago stations; Le Pages Inc. advertised its glue with announcements on two stations in Boston; Inkograph Co. (pens), Felt & Tarrant (comptometer school) and Dictaphone Co. used one station each.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES — 1949

LEADING NETWORK ADVERTISERS	Network (Gross)	Spot * (Net)
	$21,760	

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
W. A. SHEAFFER PEN CO.			$21,760
"This Week in Sports" Russel M. Seeds Co.	Pens, Pencils	CBS-6-¼ (Sept.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 20: . . . Publishing

PUBLISHERS are making increasing use of television and should be considered as good TV prospects, particularly for special promotional campaigns for new books or magazine features, although it is unlikely that this group, which has never been among the major advertisers in any medium, will make any great volume TV purchases.

Two book publishers are currently using network TV: Doubleday & Co., using two late evening 15-minute programs on NBC—Warren Hull on Monday and Ben Grauer on Tuesday—and Unicorn Press, advertising Funk & Wagnalls *Encyclopedia* on the Friday night edition of George Putnam's *Broadway to Hollywood* half-hour on DuMont. Doubleday uses TV for its "how to do" books and its Dollar Book Club.

Jon Gnagy, author of *You Are an Artist* based on his early TV series of that name which Gulf Oil Co. once sponsored on NBC, appeared on the NBC programs advertising the book in January, and in February his program was used by Doubleday live on two stations in New York and by film on two stations in other cities. Doubleday also sponsors the 90-minute weekly feature film series, *Premiere Theatre*, on WPIX (TV) New York. Literary Guild has been using participations on the *Handy Hint* on KTLA (TV) Los Angeles.

Curtis Publishing Co. in January started five-minute films and

(Continued on page 152)

CLASS 20. PUBLISHING & MEDIA — 1949

LEADING NETWORK ADVERTISERS	Network (Gross)	Spot * (Net)
	$131,063	$68,800

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
TIME INC.	"Life," "Time," "Fortune"	ABC-33-25 min. (May-Oct.)	$131,063
"Crusade in Europe" Young & Rubicam			

Source: Publishers Information Bureau — * TELECASTING Estimate

Publishing

(Continued from page 151)

one-minute announcements on a number of TV stations to promote readership of *The Little Princesses*, serial biography of the daughters of the English royal family, running in the *Ladies Home Journal*. McCall's last year used TV in spot campaign publicizing the autobiographical series by Mrs. Eleanor Roosevelt which ran in McCall's during the latter part of 1949.

Omnibook Magazine used one-minute and five-minute spots in three cities in February, when seven television magazines—*TV Forecast, TV Magazine, Television Magazine, TV Digest, TV Showtime, Teleguide and Television Guide*—were also promoted via TV. Kalmbach Publishing Co. advertised its *Model Railroad Magazine* with announcements in Milwaukee and American Radio Publications its books with programs in Dayton and Grand Rapids. About 15 newspapers used TV locally.

A new four-way video tie-up is in the works for a series of fashion films for TV based on the styles in each month's issue of *Mademoiselle*. Manufacturers whose merchandise is featured in the one-minute films are to pay the production cost with the films to be sponsored by retail outlets, and the magazine and Vista Productions, which is producing the films, handling their distribution.

Class 21: . . . Radio and TV

THERE'S nothing like television to sell television sets and radio sets. Both manufacturers and dealers agree on that. Last year TV network advertising of this class was second among all types of advertising and tobacco advertising, as first, surpassed the radio-TV-musical group by only $404,621 in gross time billings, a small addition to the $2,393,107 expended by this class.

In February of 1950, last month for which full data are available, the Rorabaugh report showed seven network and a dozen spot campaigns by this group, plus some 200 dealers and distributors using television locally. With production of TV sets during 1950 estimated at 4.5 million or better, more than all the TV sets installed at the end of 1949, there is no reason to expect anything but increased business and increased advertising from this group during the months ahead.

Last year's users of network TV from this class, in addition to those shown in the table, included: E. L. Cournand Inc. (Tele-Vue lenses), sponsoring *Greatest Fights of the Century* five minutes a week on NBC in January 1949, with a gross time bill of $1,800; Motorola Inc., *The Nature of Things* for 15 minutes a week on NBC January-February and *Believe It or Not* for a weekly half-hour also on NBC March-April ($34,230); Pioneer Scientific Corp. (polaroid filters), *Masters of Magic*, CBS weekly quarter-hour, February-May ($12,300).

Currently, RCA continues sponsorship of *Kukla, Fran & Ollie* two half-hours a week on NBC; Admiral Corp. continues *Lights Out* on NBC and its segment of *Stop the Music* on ABC; DuMont Labs sponsors Morey Amsterdam on DuMont but dropped the Tuesday evening show when the *Cavalcade of Bands* moved into that time; Philco continues its *Television Playhouse* series on NBC; Avco has dropped both its CBS and NBC series; Emerson Radio & Phonograph this week starts sponsoring *The Clock* every other Friday on NBC, alternating with *Big Story* in the 9:30-10 p.m. spot; Columbia Recording Corp., also this week starts Robert Q. Lewis in a 60-minute Thursday evening series, *The Show Goes On*, on CBS for its Long Playing records. This program, part of a $2.5 million drive for the 33⅓ rpm discs, will run until June 18, take a summer hiatus and return to the same period Sept. 24, according to present plans.

Users of spot TV in February from this class included: Alliance Mfg. Co. using announcements on 45 stations for Tenna Rotor; Allen B. DuMont Labs, announcements on seven stations; Hoffman Radio Corp., five 60-minute programs a week on KPHO-TV Phoenix, with weekly half-hours on three other Western stations; Marvel Lens Inc., announcements on four stations; Pioneer Scientific Corp., announcements and participations on four stations; RCA Victor, weekly half-hour on WBKB (TV) Chicago, weekly quarter-hour on WPTZ (TV) Philadelphia; Automatic Radio Mfg. Co., sponsoring five half-hours a week on WNAC-TV Boston; Belmont Radio Corp., sponsoring *Buckskin Theatre* an hour a week on KTSL (TV) Los Angeles; Packard-Bell Co., boxing on KTTV (TV) Los Angeles; Stromberg-Carlson Co., *Crusade in Europe*, weekly half-hour on WHAM-TV Rochester; Admiral Corp. and Technical Appliance Corp. using announcements on one station each.

CLASS 21. RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES — 1949

LEADING NETWORK ADVERTISERS

		Network (Gross) $2,392,107	Spot * (Net) $232,200
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
RADIO CORP. OF AMERICA	Radios, TV Sets, Records, Record Players	NBC-54-1½* (Jan.-June; Aug.-Dec.)	$900,405
"Kukla, Fran & Ollie" J. Walter Thompson Co.			
ADMIRAL CORP.			471,816
"Broadway Revue" Kudner Agency	All Products	DuM-23-1 (Jan.-June)	118,237
"Broadway Revue" Kudner Agency	All Products	NBC-20-1 (Jan.-June)	101,000
"Hopalong Cassidy" Kudner Agency	All Products	NBC-35-1 (June-Aug.)	80,900
"Stop the Music" Kudner Agency	All Products	ABC-23-½ (May-Dec.)	123,169
"Lights Out" Kudner Agency	All Products	NBC-38-½ (Nov.-Dec.)	48,510
ALLEN B. DU MONT LABORATORIES			340,671
"Schoolhouse"; (Eff. April 19) "Ted Steel"; (Eff. Sept.) "Talent Jackpot" Direct	TV Sets	DuM-11-½	125,258
"Window on the World" (Eff. April 21) "Morey Amsterdam" Direct	TV Sets	DuM-31-½	215,413
PHILCO CORP.			327,150
"Television Playhouse" Hutchins Adv. Co.	Radios, TV Sets, Refrigerators	NBC-49-1 (Jan.-Apr.; July-Dec.)	
AVCO MFG. CO. (CROSLEY DIV.)			259,735
"This Is Show Business" Benton & Bowles	Radios, TV Sets Home Appliances	CBS-50-½** (Oct.-Dec.)	58,465
"Who Said That?" Benton & Bowles	Radios, TV Sets, Home Appliances	NBC-53-½ (April-Aug.; Oct.-Dec.)	201,270
EMERSON RADIO & PHONOGRAPH CORP.			44,000
"Toast of the Town" Biow Co.	All Products	CBS-11-1 (Jan.-March)	

* 2½ hours a week through August, 1½ since then
** Alternate weeks

Source: Publishers Information Bureau — * TELECASTING Estimate

Polo Sponsorship

Packard-Bell is now sponsoring weekly polo telecasts on KNBH (TV) Hollywood; Ward Products Corp. has begun advertising its Magic Wand TV and car antennas with film spots in three cities and plans to expand to 15 markets; Belmont Radio is sponsoring wrestling on a three-station Ohio hookup in cooperation with its local distributor, Graybar Electric Co. Many radio-TV dealers and distributors are large local advertisers, such as Associated Distributors, handling the RCA Victor line in Indianapolis, who will sponsor 28 home games of that city's American Assn. team this summer on WFBM-TV Indianapolis. A number of manufacturers have cooperative advertising plans whereby they will pay part of the costs of local campaigns on television for their receivers.

TV's local accounts in February included a score of musical instrument and record stores. Columbia Recording Corp. has recently prepared a series of one-minute TV film spots for its Long Playing records.

'SAT. NIGHT REVUE'
Adds Two Major Sponsors

NBC-TV's *Saturday Night Revue*, in its waning weeks before beginning a summer vacation, last week acquired two major sponsors. Speidel Corp. (watch bands), through Sullivan, Stauffer, Colwell & Bayles, New York, bought the second half of the *Jack Carter Show* (the first hour of the 8-10:30 p.m. spread) for three weeks beginning May 6 and will sponsor the entire hour for three more weeks beginning May 27. The Carter section of the Saturday show will stay on the air until June 10 although that as well as the rest of the program had been scheduled to quit for the summer after the May 20 telecast before the Speidel purchase.

Magnavox Corp., through Maxon Inc., bought the 9-9:30 p.m. segment effective last Saturday, April 15. This is the opening period of the "Your Show of Shows" part of the Saturday night production.

TV . . . 1 – 2 – 3

1 — A complete talent service under one roof

1. Action
2. Results — 2

3 — package shows talent production

MUTUAL ENTERTAINMENT AGENCY, INC.
JACK RUSSELL, Television Director
203 NORTH WABASH AVENUE
CHICAGO ILLINOIS

Class 22: . . . Retail

AS IN RADIO, so in television, retail business seems due to provide the broadcasters' main source of revenue. In February 1950 there were 1,890 local advertisers using TV, compared with 70 network and 423 spot advertisers in this medium. Comparison might also be made with the 612 local users of TV advertising in February 1949, but attempts to predict the future growth of local advertising by television involves predictions as to the probable increase in the number of TV markets and those involve guesses as to when the FCC will lift the freeze, and it all gets too involved in too many extraneous factors for consideration in this series of advertising analyses.

Most of the local users of TV are considered under the various product group headings appropriate to the goods they advertise. If those advertisers are excluded from these calculations, this leaves some 60 department or general stores using TV for all of their merchandise or a major part of it, so that their use of TV cannot be tied down to any single product category. Their use of TV is as varied as the merchandise they advertise in this medium, ranging from announcements to programs of every type from drama to sports, from news to comedy, from Western movies to household hints.

A survey of department store advertising on TV, made by Hugh Feltis, manager, KING-AM-FM-TV Seattle, early this year of 30 TV stations, showed more than 76% having at least one such account, with 23 stations reporting stores using TV at least once a week and eight reporting daily use. More than twice as many stores use evening as use daytime programs, probably due to some extent by the concentration of most TV stations' programming in the evening hours. Announcements on slides were most used by stores, followed by filmed announcements, film features, variety programs, sports and style shows, the survey revealed.

Howard Abrahams, manager of the sales promotion division of National Retail Dry Goods Assn., reported to TELECASTING that retail business in 1950 appears to be nearly on a par with 1949 business, when the retail stores volume for the country totaled some $127.9 billion, not far off from 1948's record high of $129.9 billion.

"According to a recent survey (Feb. 20, 1950), stores are planning to spend almost as many total dollars in total advertising in 1950 as they did in 1949," Mr. Abrahams reports, noting that the response to the survey indicates slight decreases in the sums spent for newspaper advertising and window displays and small increases for direct mail and radio.

"But it is in television where there is the greatest speculation and thinking," he states. Pointing out that today "retailers are using radio the way they have always used newspapers, to bring immediate response," he continues: "That is now the thinking for television. There are many stores which can already point to tangible results from their TV shows. The current $64 television question is 'Where do we get our TV budget?' In the main, it will come from separate funds, not from the regular retail budget."

Only one retailer appears in the network table for last year, Bond Stores, which sponsored a weekly five-minute sports series on a five-station NBC hookup during the last quarter of 1949.

CLASS 22. RETAIL STORES & SHOPS — **1949**

		Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS		$19,575	$438,600
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Cost**
BOND STORES			$19,575
"Sport Highlights" Cayton, Inc.	Wearing Apparel	NBC-16-5 min. (Oct.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 23: . . . Smoking

ADVERTISING of cigarettes and other tobacco products used more TV network time during 1949 than any other class of products advertised in this medium last year, accounting for just under 20% of total TV network time sales. This class also sponsored 25 spot TV campaigns in 1949 and the outlook is good for even more TV tobacco business this year.

TV network advertisers during 1949 included from this class, in addition to those companies listed in the accompanying table, Bloch Brothers Tobacco Co., which in September started *Fishing & Hunting Club of the Air*, a video version of its MBS radio program, a half-hour a week on DuMont for Mail Pouch tobacco (spending $27,000 for time). Program is continuing under a new name, *Sports for All*. During the first four months of 1949, Larus & Brothers Tobacco Co. (Edgeworth tobacco) sponsored *Sportsmen's Quiz* for five minutes a week on CBS ($9,360). Ronson Art Metal Works (cigarette lighters) in November put its *Twenty Questions* MBS radio program on television as a simulcast on WOR-TV New York (WOR originates the MBS radio series) and an NBC video network ($19,350). Ronson has since moved the TV program to Friday night and ABC, retaining WOR-TV as the New York station but separating the TV series from that on radio, which continues as a Saturday Mutual program. United Cigars-Whelan Stores Corp. sponsored *Hotel Broadway* on DuMont 30 minutes a week, January through April ($13,050).

American Tobacco Co., continuing *Big Story* on NBC for Pall Malls, has this year added two TV network shows for Lucky Strikes, *Lucky Strike Theater*, an hour-long dramatic series produced by Robert Montgomery every other Monday on NBC, and *This Is Show Business*, Sunday half-hour on CBS. R. J. Reynolds Tobacco Co. (Camels) in January began sponsoring the *Ed Wynn Show* as a Saturday half-hour series on CBS, subsequently moved the program to Tuesday. The other Camel programs, *Man Against Crime* and *Camel News Caravan*, continue on CBS and NBC, respectively.

Philip Morris & Co. in January put Herb Shriner into the five-minute four-a-week time on CBS previously filled by *Ruthie on the Telephone* and has since discontinued the series, retaining its *Candid Camera* show on CBS. With the opening of the baseball season, Philip Morris will sponsor Dizzy Dean in 10-minute interviews preceding and following all telecasts of the New York Yankees on WABD (TV) New York during the summer.

Liggett & Myers for Chesterfields will again this year sponsor video coverage of the New York Giants on WPIX (TV) New York and of the Washington Senators on WTTG (TV) Washington. Company has also secured exclusive advertising rights within the ball parks of those teams so that wherever the cameras may be aimed they will pick up nobody's ads but the sponsor's. L&M continues *Supper Club* on NBC and *Godfrey & His Friends* on CBS. Lorillard continues its two network TV shows, *Original Amateur Hour* on NBC and *Stop the Music* on ABC. U. S. Tobacco Co. also goes on with its sponsorship of *Martin Kane, Private Eye* on NBC.

In February, last month for

(Continued on page 154)

Famous firsts in T-V

In 1925 the first motion picture film was successfully transmitted by a television signal.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

CLASS 23. SMOKING MATERIALS — 1949

LEADING NETWORK ADVERTISERS	Network (Gross)	Spot * (Net)
	$2,396,728	$937,400

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
R. J. REYNOLDS TOBACCO CO.			$726,400
"Golden Gloves Boxing" William Esty Co.	Camel Cigarettes	CBS-10-1½ (Feb.-March)	18,739
"Madison Square Garden Events" William Esty Co.	Camel Cigarettes	CBS-4-1½ (Jan.-April)	77,000
"Man Against Crime" William Esty Co.	Camel Cigarettes	CBS-11-½ (Oct.-Dec.)	43,095
"Camel Sports Caravan" William Esty Co.	Camel Cigarettes	DuM-9-1½ (Feb.-May)	24,840
"Camel News Caravan" William Esty Co.	Camel Cigarettes	NBC-23-1¼*	558,580
"Golden Gloves International Finals" William Esty Co.	Camel Cigarettes	ABC-8-2 (one time)	4,146
LIGGETT & MYERS TOBACCO CO.			594,440
"Godfrey & His Friends" Cunningham & Walsh	Chesterfield Cigarettes	CBS-46-1	473,650
"Supper Club" Cunningham & Walsh	Chesterfield Cigarettes	NBC-41-½ (Jan.-June; Oct.-Dec.)	120,790
P. LORILLARD CO.			397,781
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	DuM-21-1 (Jan.-May; July-Sept.)	162,540
"Stop the Music" Lennen & Mitchell	Old Gold Cigarettes	ABC-24-½ (May-Dec.)	114,941
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	NBC-29-1 (Oct.-Dec.)	120,300
AMERICAN TOBACCO CO.			271,260
"Your Show Time" N. W. Ayer & Son	Lucky Strike Cigarettes	NBC-33-½ (Jan.-July)	116,880
"Football Games" N. W. Ayer & Son	Lucky Strike Cigarettes	NBC-12-2½ (Sept.-Nov.)	106,500
"The Big Story" Sullivan, Stauffer, Colwell & Bayles	Pall Mall Cigarettes	NBC-33-½** (Sept.-Dec.)	47,880
PHILIP MORRIS & CO.			241,127
"Preview"; (Eff. Sept. 12) "Candid Camera" Biow Co.	Cigarettes	CBS-10-½ (March-Dec.)	97,500
"Ruthie on the Telephone" Biow Co.	Cigarettes	CBS-23-25 min.*** (Aug.-Dec.)	143,627
U. S. TOBACCO CO. "Martin Kane, Private Eye" Kudner Agency	Pipe Tobaccos	NBC-27-½ (Sept.-Dec.)	96,960

* 50 min. a week up to Feb. 16, after that 1¼ hours a week
** Every-other-week
*** 5-minute show, six times a week Aug.-Dec., five times Oct.-Dec.

Source: Publishers Information Bureau — * TELECASTING Estimate

Smoking

(Continued from page 153)

which TV advertising data are available, Rorabaugh reported American Tobacco Co. using TV announcements on 43 stations for Luckies and on 29 stations for Pall Malls; Brown & Williamson Tobacco Co. using weather forecasts and announcements on 48 stations for Kools and announcements on three stations for Viceroys; Philip Morris announcements on 17 stations, plus 10 single-station campaigns for two cigarettes, six cigars and two pipe tobaccos. The only local business reported from this class in February was placed by one pipe shop and three cigar companies.

Larus & Brothers is starting a spot TV campaign in New England and Los Angeles this month and American Tobacco Co. is lining up Saturday night TV availabilities for expansion of its spot campaigns.

Class 24: . . . Soaps

ADVERTISING of soaps, cleansers and polishes is not the major source of revenue for the TV networks that it is for their radio counterparts. Contrasted with its fifth place rank among all classes of radio network advertising during 1949, in TV this group ranked 14th, represented by only one advertiser whose expenditure for TV network time accounted for less than 1% of the total billings of the video networks. The sole point of similarity is that the dominant advertiser in both radio and TV is Procter & Gamble Co.

P&G, which has renewed *Fireside Theatre* for another year on NBC and is readying a TV adaptation of its radio series, *Beulah*, for fall sponsorship on ABC, may remain the dominant network TV advertiser during 1950, but it will not be the only one as it was last year. In January, S.O.S. Co. began using weekly participations in the CBS *Homemakers Exchange* for its scouring pads. Griffin Mfg. Co. in March began advertising its shoe polishes by sponsoring half of the 60-minute Paul Whiteman *TV Teen Club* on ABC, and Knomark Mfg. Co. began sponsoring ABC's *Blind Date* that month for its Esquire shoe polish. S. C. Johnson & Son is thinking about putting its veteran radio team, *Fibber McGee & Molly*, into television, expects to start them in the fall, live in the West, kinescoped in the East, if tests are favorable.

In February there were 17 spot TV advertisers from this class of whom Von Schrader Mfg. Co. (Powder-ene Rug Cleaner) and Zippy Products Co. (starch) each used announcements on four stations; Kendall Mfg. Co. (Soapine) sponsored a 30-minute program on WBZ-TV Boston and announcements on two other stations, while Procter & Gamble Co. (Tide) and Lan-O-Sheen Inc. (cleaner and soap powder) used announcements on three stations each; E. L. Bruce Co., S. C. Johnson & Son and S.O.S. Co. each used spots on two stations; the others used time on one station.

Forty-eight laundries and dry cleaners bought time on their local TV stations in February, last month for which records have been compiled.

CLASS 24. SOAPS, POLISHES & CLEANSERS — 1949

LEADING NETWORK ADVERTISERS	Network (Gross)	Spot * (Net)
	$107,310	$86,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
PROCTER & GAMBLE CO.	Ivory, Duz	NBC-20-½	$107,310
"I'd Like To See" (Eff. April) "Fireside Theater" Compton Adv. Inc.	Crisco	(Jan.-July; Sept.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 25: Sporting Goods

CHARGES OF school authorities that children are spending nearly as much time watching television programs as they do in the schoolrooms and complaints of parents that their offspring have to be driven from the TV set to eat or sleep might lead to the conclusion that TV would be an ideal medium for selling the juvenile market, but this opinion does not seem to be generally held by the manufacturers of toys and games.

Last year's TV network clients included only one toy company which used TV on a continuing basis, Unique Art Mfg. Co., sponsoring a weekly quarter-hour of NBC's *Howdy Doody*, and this com-

CLASS 25. SPORTING GOODS & TOYS — 1949

LEADING NETWORK ADVERTISERS	Network (Gross)	Spot * (Net)
	$88,535	$34,400

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
UNIQUE ART MFG. CO.			$59,345
"Howdy Doody" Grant Adv.	Toys	NBC-21-¼	
A. C. GILBERT CO.			21,760
"Roar of the Rails" Charles W. Hoyt Co.	Model Railroad Equipment	CBS-15-¼ (Oct.-Dec.)	
BRUNSWICK-BALKE-COLLENDER CO.			5,870
"ABC Bowling" Al Paul Lefton Co.	Bowling Equipment	DuM-20-1½ (Dec.)	
LIONEL CORP.			1,560
"Red Caboose" Reiss Adv.	Model Railroad Equipment	ABC-4-¼ (Jan.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

$150. FOR 1 MINUTE TV FILM COMMERCIAL
TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS
FILMACK
1331 S. Wabash Ave., Chicago 5, Ill.

pany has withdrawn its sponsorship following the end of the Christmas season. A. C. Gilbert Co. used video advertising in a 13-week pre-Christmas campaign, and the Lionel programs in January of last year were the tag-end of a series run mostly during the 1948 Christmas shopping season.

Thirteen makers of toys, dolls and games used TV spot campaigns during 1949, but the longest campaign ran only three months and the largest number of stations used by any company was 14. Business may be better from this group in 1950, however, as there were nine toy accounts on the air in February, although mostly at the local level.

There was only one manufacturer of sporting equipment to use TV network time in 1949 and this company, Brunswick-Balke-Collender Co., was a sponsor for only four days while ABC Bowling Tournament was in session. Short spot campaigns were sponsored during the year by this company, an athletic supply firm and a manufacturer of outboard motors. Nine sports equipment firms used TV at the local level in February, when the only spot account active was American "Q" Ball Corp. of Pennsylvania, advertising its amusement device with four half-hour broadcasts of "Q" Ball Championships on WOR-TV New York and WFIL-TV Philadelphia.

Lionel Corp. (model trains) celebrates its 50th anniversary this year and is planning a $500,000 advertising budget for the year, with TV included in media to be used.

Class 26: . . . Toiletries

IN GENERAL, 1950 looks like a good year for the toiletry industry, according to S. L. Mayham, executive vice president, The Toilet Goods Assn., who told TELECASTING that much depends on the speed and extent of Congressional action in repealing the excise tax on perfumes. Noting that "some further curtailment in the national advertising budgets of many companies will take place" this year, according to present indications, Mr. Mayham stated:

"We have heard of rather elaborate plans for use of television during 1950 but it is our impression that this use will not begin in volume before the last half of the year and possibly many of the plans will have to be deferred until the following year. Arrangement of a television program is by no means as easy as many people think."

Last year toiletries advertising ranked fifth among all classes of business on the video networks, with gross time billings of over $1 million and all signs point to larger expenditures in this medium during 1950. Like radio, TV is used chiefly for the advertising of dentifrices, razors and shaving soaps, lipsticks, facial tissues and other relatively inexpensive items, where the excise tax is not a major deterrent to ready purchase. Both local and spot TV business from this class started out 1950 at a high level and locally there were in February eight campaigns for toilet goods and 10 sponsored by beauty shops and hairdressers.

Other Network Sponsors

Toiletries advertising on TV networks in 1949 included, in addition to the six largest accounts shown in the table: American Home Products Corp (Kolynos, Anacin), starting *Mary Kay & Johnny* 20 minutes a week on NBC for two months, January-February ($3,500 worth of network time at gross rates), moving it to CBS as weekly half-hour, March-May, July-September ($33,660); Barbasol Co. (shaving cream), sponsoring *Week in Review* 15 minutes each Sunday on NBC through the year except for an eight-week summer hiatus ($39,200); Illinois Watch Case Co. (compacts, etc.), with a one-time 90-minute *Thanksgiving Television Show* on NBC ($10,610); Pal Blade Co., *Pal Headliner*, five-minute weekly series on ABC May-October ($52,452).

So far this year on the TV networks, Lever Bros. Co. has started Ilka Chase in a 15-minute CBS series for Harriet Hubbard Ayer cosmetics, dropping *The Clock* on NBC the end of March. Gillette (Toni Div.) and Jules Montenier Inc. (Stopette) are alternating in the 9-9:30 Wednesday evening period on CBS, sponsoring *Toni Twin Time* and *What's My Line?* respectively. Gillette on New Year's covered the Rose Bowl game on CBS, chiefly by kinescope, and more recently sponsored three major basketball games on ABC. Gillette will show up as sponsor of many sporting events on TV before the year is out, doubtless again sponsoring the World's Series telecasts although probably not on the same free time basis that prevailed last year, when the eagerness of the TV networks to get the Series exclusively led them to bid against each other until Gillette was able to get them all to carry it without time charges.

Pond's Extract Co. was the major user of spot TV in this class in February, with announcements on nine stations for its creams and tissues. Chesebrough Mfg. Co. placed *Greatest Fights* quarter-hours on four stations in addition to the network; Carter Products (Arrid), Amurol Products (dentifrices) and Statler Tissue Corp. also used four stations each; Newport Soap Co. and Wildroot Co. used three stations apiece; Eversharp Inc. (razors), Personal Products Corp. (Yes tissues) and Potter Drug & Chemical Corp. (Cuticura soap and ointment) each bought TV

(Continued on page 156)

CLASS 26. TOILETRIES & TOILET GOODS

LEADING NETWORK ADVERTISERS

1949 Network (Gross) $1,026,380 — Spot * (Net) $68,800

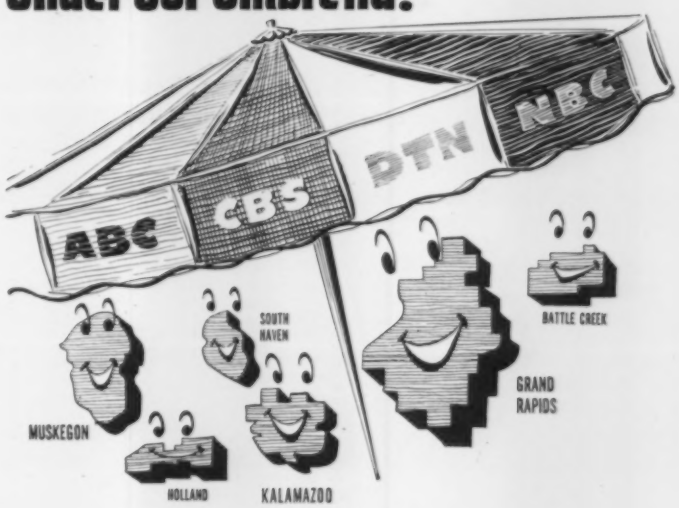
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
COLGATE-PALMOLIVE-PEET CO.			$289,535
"Howdy Doody" Ted Bates & Co.	Dental Cream, Vel Lustre Cream	NBC-22-½ (Apr.-Dec.)	125,435
"Colgate Theater" William Esty Co.	Vel, Lustre Cream	NBC-17-½	164,100
GILLETTE SAFETY RAZOR CO.			174,990
"Boxing Bouts" Maxon Inc.	Razors, Blades, Shaving Cream	NBC-8-1 (Feb.-May)	20,070
"Boxing Bouts" Maxon Inc.	Razors, Blades, Shaving Cream	NBC-25-1 (Jan.-May; Sept.-Dec.)	111,390
Various Sports Events	Razors, Blades, Soap, Cream	ABC, CBS, NBC (each a one-time event)	43,530
BRISTOL-MYERS CO.			170,946
"Lucky Pup" Doherty, Clifford & Shenfield	Ipana Toothpaste	CBS-12-¼ (June-Dec.)	58,730
"Break the Bank" Doherty, Clifford & Shenfield	Mum, Vitalis, Benex	ABC-10-½ (Jan.-Sept.)	60,166
"Break the Bank" Doherty, Clifford & Shenfield	Vitalis, Mum and others	NBC-19-½ (Oct.-Dec.)	52,050
LEVER BROTHERS CO.			96,810
"The Clock" J. Walter Thompson Co.	All products	NBC-49-½ (Oct.-Dec.)	
CHESEBROUGH MFG. CO.			93,165
"Roller Derby" McCann-Erickson	Vaseline Products	ABC-10-½ (Oct.-Dec.)	33,297
"Greatest Fights" McCann-Erickson	Vaseline Products	NBC-23-¼* (Apr.-July; Sept.-Dec.)	59,868
INTERNATIONAL CELLUCOTTON PRODUCTS CO.			61,512
"Fun for the Money" Foote, Cone & Belding	Kleenex	ABC-9-½ (June-Dec.)	

* Five minutes in April and May, 15 minutes since then.

Source: Publishers Information Bureau

* TELECASTING Estimate

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.

THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

Class 27: . . . Travel

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS
There were no network advertisers in this class during 1949.
1949 Spot (Net) * ..... $34,400 * TELECASTING Estimate

AIR LINES are the best customers of TV stations in this class, with 11 aviation services seeking passengers via video time in February. Transcontinental & Western Air used seven stations, United Air Lines six, Southern Airways and Delta Airlines two each; Eastern, Capital, Piedmont, Florida Air Coach, Safeway Travel, Vi-Air Coach and the Flying Irishman used one station each.

New York Central Railroad and Union Pacific Railroad advertised on four TV stations apiece in February, last month for which records have been compiled. Since then, Atchison, Topeka & Santa Fe Railway has launched a six-week TV drive in four cities—Chicago, Detroit, Los Angeles and New York.

February TV clients also included five hotels, three taxi companies, two travel agencies and one bus line.

It may be that February makes such a poor showing because it's too late to advertise winter vacation tours and too early to start angling for summer business. Even so, the above score seems pretty slim pickings for an advertising medium which can bring cruise or resort life right into the prospects' living rooms through motion picture commercials.

Toiletries

(Continued from page 155)

time on two stations, and there were eight campaigns on one station each.

Wildroot is planning to enter TV spot on a national scale this summer. Guitare Lipstick Inc. now has half-hour weekly shows on four TV stations and intends to buy similar time in 11 other markets during next three months. Campana Corp. has begun using film spots for Ayds and Associated Products is considering a national TV spot campaign for its Five-Day deodorant pads.

Murine Co. is starting 20-second TV announcements on four New York stations for its eye wash.

Sell
Ohio's third largest market
with
WFMJ
5,000 watts AM
and
50,000 watts FM
WFMJ
1390 AM – 105.1 FM
Youngstown, Ohio
Headley-Reed Co.
national representatives

Class 28: . . . Miscellaneous

THE UNIVERSALITY of television as an advertising medium is indicated by this final catch-all category of video advertisers. In addition to the TV business summarized in the preceding 27 analyses, the medium was also used in February by an exterminating firm (Bruce Terminex Co., using TV time in Atlanta and Memphis), 23 real estate companies, five luggage dealers, two auctioneers, one mortuary, one memorial park and two local political groups telecasting their appeals to the voters of Birmingham and Cleveland.

In a statement to TELECASTING that pointed out the possibility of 1950 surpassing last year's "enormous production of 1,025,000 new homes and apartments," Frank W. Cortright, executive vice president, National Assn. of Home Builders, said that new homes are priced within the reach of practically all income groups. "These two factors, plus the fact that emergency housing needs have long since been satisfied, mean that builders and their sales staffs have long ago put away their order taking pads in favor of constructive sales talks," he stated.

Spots Popular

Noting that "builders are allotting more funds for advertising than ever before," Mr. Cortright continued: "A few builders and realty firms over the nation have used television with varied success. One-minute spots between programs seems to be the most popular device. But costs of this time when compared to newspaper results, have not been too favorable.

"Reaction has ranged from very good to very bad in the radio-TV field for home sales. But it is a field that will certainly bear watching. However, rates and results must be competitive with newspapers' if radio and TV is to win its place in the builders' advertising budgets."

Religious organizations are beginning to expand their broadcast proselyting to include television as well as radio. Young People's Church of the Air continues its weekly series on ABC and five others—Church of the Open Bible, Seventh Day Adventists, Brightmoor Tabernacle, Word of Life Fellowship and The Quiet Hour—each used a half-hour weekly telecast on one station in February.

CLASS 28. MISCELLANEOUS

LEADING NETWORK ADVERTISERS

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
		Network (Gross) $42,436	Spot * (Net) $412,800
YOUNG PEOPLE'S CHURCH OF THE AIR			$31,271
"Youth on the March" J. M. Camp	Institutional	ABC-12-½ (Oct.-Dec.)	
NATIONAL BISCUIT CO.			5,680
"Dog Show" Cunningham & Walsh	Milkbone Dog Biscuits	CBS-10-1½ (one time)	
QUAKER OATS CO.			4,000
"Chicago Kennel Show" Ruthrauff & Ryan	Ken-L Ration	NBC-12-1 (one time)	
AMERICAN JEWISH CONGRESS			1,485
"Democratization of Germany"	American Jewish Congress	ABC-3-½ (one time)	

Source: Publishers Information Bureau * TELECASTING Estimate

Makers of pet foods, in addition to sponsoring network telecasts of dog shows, also sponsor spot and regional TV campaigns for their products. Rival Packing Co. uses announcements on 21 stations; Victory Packing Co. has announcements and participations on five stations; Calo Dog Food Co. sponsors a 30-minute *Pet Exchange* program on KTTV (TV) Los Angeles and participations on WATV (TV) Newark; Lewis Food Co. (Dr. Ross dog and cat food) sponsors *The Ruggles*, half-hour weekly program, on four stations, quarter-hour weekly series on two stations, two 10-minute programs a week on one station and announcements on two. Seven one-station TV campaigns for pet foods are also recorded in the Rorabaugh TV report for February from which the above data were taken. Since then, Doyle Packing Co. has begun using TV for Strongheart Dog Food; Perk Foods has prepared films for spot video use and Ken-L-Products Div. of Quaker Oats Co. is placing filmed commercials.

Alden's Show

Alden's Mail Order House is sponsoring a half-hour program, *Dude Ranch*, on WENR-TV Chicago, in an eight-week test campaign to promote distribution of its spring catalog, and Sears, Roebuck Co. has been using announcements on WXYZ-TV Detroit.

Amalgamated Clothing Workers Union (CIO) is using 275 20-second video announcements on WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit and WMAL-TV Washington in a 39-week campaign to build familiarity with its union label and to promote purchases of "union label" clothes. This TV schedule is part of a $500,000 ACWU campaign which also includes radio and a proposal to double the advertising budget to a million dollars will be presented to the union's national meeting to be held next month in Cleveland.

NOTRE DAME GAMES
DuMont Buys Football Rights

EXCLUSIVE rights to telecast home games of the Notre Dame U. football team next fall have been bought by DuMont Television Network, it was announced last week. Although DuMont did not disclose the price it paid Notre Dame for the five games, it was reliably reported to be $163,000.

The games to be telecast are: North Carolina, Sept. 30; Purdue U., Oct. 7; Michigan State, Oct. 28; U. S. Naval Academy (at Cleveland), Nov. 4, and U. of Pittsburgh, Nov. 11. No sponsor for the telecasts has been signed. The network telecast Notre Dame home games last season under sponsorship of Chevrolet, through Campbell-Ewald agency.

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL

Color Hearing

(Continued from page 133)

of present standard monochrome."

On the question of interference from other emissions, he asserted:

CBS submitted information . . . which indicated no substantial general difference in regard to interference to reception of CBS color signals where the interference was various in-channel signals. This appears in agreement with Laboratory Division observations to date.

Preliminary tests at the Laboratory have indicated that the probability of interference with the RCA color system is about twice as great as for a standard monochrome signal. This increased susceptibility appears to result from the presence of the 3.6 mc sub-carrier and the receiver sampling.

This added susceptibility of the RCA system may be of more significance than superficial consideration might indicate. In Exhibit 203, so far introduced only in part, JTAC outlines certain methods of securing interference reduction by adoption of standard intermediate frequencies and allocation procedures in order to place the interfering signals at the least susceptible points in each channel. The double susceptibility of the RCA color signal to interference appears to require abandonment of this approach to the reduction of interference by allocation and indicates that the allocation plan might therefore be substantially different, depending on the color system involved.

Mr. Chapin felt that "in general, it should be fully realized that susceptibility to interference of this type is basic to the RCA dot sequential system." He thought it "can be expected to become worse with additional stations, additional receivers and additional other devices employing radio-frequency, such as diathermy machines and industrial radio-frequency heating equipment, as well as being further aggravated with the occupancy of the UHF band."

Receivers Compared

The Laboratory chief conceded that his reports were prepared before RCA's new tri-color tube was demonstrated and therefore were based on tests and observation of RCA's former three-tube projection color technique. On this basis he submitted the following comparison of the RCA and CBS receivers themselves:

The RCA receiver was too large physically to represent any reasonable classification as a home broadcast receiver suitable for general use. The large number of components involved suggests that tremendous simplifications would be required in order to enable the production of reasonably priced receivers. The receiver required frequent adjustment to maintain registry, color values, etc., and could not be considered in a form for general home use. In addition, the picture brilliance, color uniformity, color faithfulness, registry and definition were poorer than those given by the CBS receiver.

The CBS table model receiver was of a size, ease of adjustment and stable enough to be suitable for home use and the limited components in addition to those normal to a monochrome receiver indicated that the set could be produced for a reasonable price. The CBS set employed a lens which restricted the viewing angle somewhat more than that of an ordinary direct-view black-and-white receiver, but the restriction of view was far less than that of the RCA set, in which set the limitations would appear to be objectionable for general home use. . . .

The problem of picture interference to sound was such as to require more critical tuning of the RCA receiver than the CBS receiver.

The reception of standard monochrome pictures on the CBS receiver was much more satisfactory than on the RCA receiver. Definition was better, pictures were brighter, and the pictures were free from the coloration present in the reception of standard monochrome pictures on the RCA set. . . .

Mr. Chapin also reported that CBS had delivered an all-electronic receiver which was "much smaller physically than the RCA color set." He said "time did not permit a study to be made of the operation of this receiver," but that he had seen it in the CBS laboratories and "its operation on CBS standards compared favorably with the operations of either RCA or CTI receivers."

Mr. Chapin submitted a September 1949 report showing the Laboratory had modified existing black-and-white sets to receive CBS color in monochrome at costs (for parts) ranging from $4.35 to $12.01. The latter, which he described as a "deluxe" adaptation employed the so-called Chapin Adapter to permit the receiver to go automatically from black-and-white to color standards, or vice versa. Of the automatic adapter the report said:

This may be advantageous in an interim situation when some of the signals on the air might be operating on each of the systems, and the receiver tuned from one channel to another. The receiver will determine which type of signal is being received and will switch to the proper standards. The receiver will also take appropriate action when a station to which it is tuned changes from one system to the other.

Comr. George E. Sterling questioned him specifically on the sensitivity of the automatic adapter, saying the model in his own home switched from one line rate to another when signal voltage ebbed. Mr. Chapin replied that Mr. Sterling was using the first model developed, and that he felt there was nothing inherently wrong with the technique.

Heffernan Comments

Although Mr. Chapin has not been cross-examined on his reports, RCA General Attorney Joseph V. Heffernan brought out that compilation of data for some of them was commenced on the same day RCA first demonstrated its tri-color tube, and that they do not take high-level sampling into account. But Mr Chapin did not think the tri-color tube could be said to "supersede" the reports until it has been demonstrated that the tube has sufficient resolution and can be produced economically.

On cross-examination, Mr. Smith said he thought in event of multiple standards it would be necessary for industry to get together and decide upon a "preferred system" to avoid public confusion and economic hardship.

Mr. Plotkin wanted to know what Philco would do if FCC changed existing monochrome standards to provide for 4 mc channels and for dot-interlacing. Mr. Smith said the reduction in bandwidth would cause Philco to go out of business for a while to re-engineer its sets. Adoption of dot-interlacing, he said, would result in quality sets that could take advantage of the technique and in cheaper sets which could not take advantage of it but which would provide quality comparable to present receivers.

He said Philco would "go out of business" if telecasters were required to switch 100% to CBS color within two years. He pointed out that British set sales dropped to 25% of their previous level when the British announced a change in standards to take effect in three years.

He did not foresee a similar effect if FCC required a switch to RCA color within two years, however, pointing out that the RCA system imposes no loss of service

(Continued on page 158)

Spot TV

(Continued from page 135)

stations during December and another two had spots on over 15 stations each.

In point of stations, American Tobacco Co. was the heaviest TV spot user during the year. The firm placed business on from 21 to 49 stations throughout the year. The two network leaders in this classification, R. J. Reynolds and Liggett & Myers, were not very active in spot. R. J. Reynolds placed business on a peak of only nine stations while Liggett & Myers steadily cut its station list throughout the year. Although the firm started strong with business on 27 stations in January, this had dropped to 19 the next month and was down to eight in May and one by year's end, according to Rorabaugh.

Drug and Remedies advertisers, heavy spot and network radio advertisers, placed only $60,200 worth of net TV spot business, about 0.7% of the total. On the video networks gross expenditures were only $242,718, slightly over 5% of all gross TV network business placed in 1949. This is a far cry from the over $12 million net spent in spot radio and the gross of $21,054,786 expended on the radio networks.

Advertisers of Toiletries also have moved slowly in the spot television field. These firms had net expenditures of only about $68,800 for TV spot in 1949. In radio this product classification had net expenditures of approximately $3.9 million for spot and grossed about $29.4 million on the networks.

WSYR-TV
means
Bright, Clear,
Consistent
PICTURES

WSYR 570 kc.
WSYR 94.5 mg.
WSYR Channel 5

From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows—on NBC—exclusive.

the Only COMPLETE
Broadcast Institution
in
Central New York

WSYR SYRACUSE
AM • FM • TV

NBC Affiliate in Central New York
Headley-Reed, National Representatives

READY SOON!
the NEW
WCBM
a NEW and better dial position
680
KILOCYCLES
a NEW and more powerful transmitter
10,000
WATTS
Offering NEW Sales Opportunities in a larger, richer market!
WCBM
MUTUAL BROADCASTING SYSTEM
John Elmer
President & Commercial Manager
George H. Roeder
General Manager
Baltimore 13, Maryland
WEED & COMPANY
Exclusive
National Representatives

Color Hearing

(Continued from page 157)

on the public.

Nor did he think announcement of a new UHF service would affect business adversely. He said Philco would make some VHF-UHF combinations, some VHF-only sets and some UHF-only sets, according to demand.

Asked what would happen to set sales if FCC should require that VHF stations move to the UHF in four or five years, Mr. Smith said it would "very markedly slow down the industry."

He conceded to FCC Chairman Coy that adoption of a compatible system probably would permit manufacturers to continue selling black-and-white receivers without pushing color. But, he said, "I can't conceive of the radio industry, if they had color television to sell, not doing a bang-up job of selling it."

In the long run, he said, more money could be made if color were available.

Comr. Robert F. Jones was critical of RMA's role in helping FCC reach a decision, commenting: "RMA has money for lawyers and publicity men, but not for field testing."

Smith's Reply

Mr. Smith replied: "I think the individual manufacturers [feel] that, first of all, a non-compatible color system is not economically sound, whether it is technically sound or not; and secondly, that you would not have any color television; you could not have it until you had a reasonably practical type of compatible system. . . . I don't see why a manufacturer should have gone ahead and spent a considerable sum of money getting public reaction to a type of receiver that he knew perfectly well he could never sell."

Comr. Jones also injected the question of Philco patents, as he had done earlier in the case of RCA.

The question of RMA policy on color was revived by Mr. Plotkin when RMA President Cosgrove took the stand Tuesday. Mr. Cosgrove said RMA would "go along" with FCC's decision, but doubted the association is in a position to "issue directives" to members.

He also doubted that RMA would employ public relations counsel and issue brochures to explain that TV sets without adapters would be obsolete, in event a non-compatible color system were adopted, though he conceded RMA has taken such steps to keep the public informed in the current hearings. He felt the manufacturers might want to handle the public-education campaign themselves when color is authorized.

Mr. Plotkin brought out that RMA is paying $3,500 a month for public relations counsel, engaged through the firm of Selvage & Lee.

Mr. Cosgrove said he had not considered what policy RMA might take to allay public confusion when color is authorized, but that he would take up the subject at the next RMA board meeting soon.

The Commission subsequently requested that Dr. W. R. G. Baker of General Electric Co., head of the RMA-sponsored National Television System Committee, appear to present technical testimony.

Patent Question Raised

Comr. Jones raised the patent subject again during cross-examination of Dr. G. H. Brown, RCA Labs research engineer. In answer to a question, Dr. Brown said that "when I was given the responsibility of pushing ahead on the color system, never once was I given an instruction to do it to avoid a patent or make use of a patent. I have been given complete latitude in coming out with the best system that we knew how."

Comr. Jones also wanted to know: "Isn't there something significant about the fact that RCA is more interested in black-and-white than it is in color, in view of the fact that it knew how to do a 6 mc color in 1940 and did not suggest it as a broadcast service or did not develop it as a broadcast service?" Dr. Brown said he did not have that impression, but pointed out he was not participating in company decisions at that time.

Dr. Brown said he considered the dichroic mirror system a milestone passed with development of the tri-color tube, but not a "dead duck." He said new dichroic mirror receivers employing only 36 tubes, plus the three kinescopes, would be delivered to Washington within two or three weeks.

Dr. Engstrom was asked by Mr. Plotkin what policy RCA has decided upon regarding set production if FCC approves a non-compatible system.

"We do not believe [adoption of a non-compatible system] is a good procedure," Dr. Engstrom replied, "because there is this other alternative open to the Commission, and with that open to use, we question whether it is proper to saddle that additional cost on the American people. . . .

"Therefore, we have not made a

(Continued on page 162)

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Video's '49 Clients

(Continued from page 135)

TV networks today is at some variance with that of the radio networks.

The five leading classes of advertising on the radio networks in 1949 were, in descending order: Foods, Toiletries, Smoking Materials, Drugs, Laundry Soaps and Cleansers. On the TV networks the top five were: First, Smoking Materials; next, Radio and TV Receivers and Musical Instruments (which as a class stood 22d in the radio network list); third, Automotive (sixth on radio); fourth, Foods, and fifth, Toiletries. Drug advertising, always a major radio network class, ranked 11th among the users of network television.

For 1950 the picture contains nothing but continued growth for television. The set manufacturers promise an output of some 4 million receivers this year, doubling the medium's present potential circulation by Dec. 31. The addition of new stations, which last year rose from 50 in operation at the beginning of the year to 97 at its conclusion and now number 102, has just about ended until the freeze is lifted, but increased hours of operation may be anticipated from those stations which are on the air.

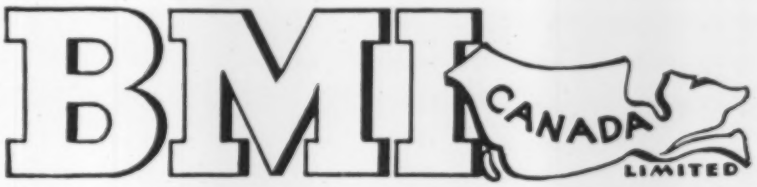
Following the precedent established by radio more than 25 years ago, television broadcasting began as an almost exclusive nighttime program operation, except for baseball and football games and other special events. Daytime programming, still in a tentative stage on individual stations a year ago, has increased steadily and a few hours of network daytime service are now available. Further daytime developments, both locally and on a network basis, are certainties in the months ahead.

Time Charges

Time charges of TV stations have advanced proportionately to the growth of the audience and already advertisers are complaining about the expense of this new medium, although video broadcasters for the most part are still operating at a loss. As in radio, talent costs range widely, with top stars commanding top salaries, but television's production and rehearsal costs are inherently more expensive than those of radio.

Television's costs, however, are more than matched by the sales impact of this sight-sound-and-motion medium and there is no sign of anything but expanded use of this medium by advertisers on all levels. TV network time sales for the first two months of 1950 totaled $3,620,898, a rise of 261.3% over the gross time sales of the TV networks in the same months of 1949, which totaled $1,002,250.

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL



MUSIC for CANADA

BMI means "Music for Canada." It also means that music by Canadians will at last attain a prominent place among the world's musical literature.

For it is through the combined resources of BMI CANADA LIMITED and BROADCAST, INC. that the broadcasters of Canada today, *for the first time*, possess an international repertoire of music which is, in effect, *Canada's own music.*

Today BMI CANADA LIMITED represents hundreds of composers, authors and publishers throughout Canada and controls the largest repertoire of Canadian music in the world.

Not only does BMI CANADA LIMITED provide broadcasters with a vast source of performable music and give aid and services in the programming of music, but now *for the first time* Canada has an organization expressly designed to publish and develop the creative efforts of the nation's musical talent.

And because the management of BMI CANADA LIMITED is directed and guided by a board of directors consisting of representatives of the entire Canadian broadcasting industry, its activities and its objectives are those of the broadcasters themselves.

"WHEN IT'S BMI CANADA IT'S YOURS"

BMI CANADA LIMITED

TORONTO **MONTREAL** **VANCOUVER**

ACTIONS OF THE FCC

APRIL 7 to APRIL 11

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 7 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc

WGTC Greenville, N. C. — CP to change from 1490 kc 250 w unl. to 1590 kc 5 kw-D 1 kw-N DA-N.

AM—580 kc

KDSJ Deadwood, S. D.—CP to change from 1450 kc 250 w unl. to 580 kc 1 kw-D 500 w-N.

Modification of CP

WLIN Merrill, Wis.—Mod. CP AM station to change from DA-DN to DA-N.

Mod. CP new FM station for extension of completion date: WROV-FM Roanoke, Va.; WISC-FM Madison, Wis.; WJPF-FM Herrin, Ill.

WLIN-FM Merrill, Wis.—Mod. CP new FM station to change ERP to 21.2 kw, ant. to 237 ft.

License Renewal

Request for license renewal FM station: WBUZ Bradbury Heights, Md.; WSRS-FM Cleveland Heights, Ohio; KMUW Wichita, Kan.

TV—210-216 mc

WJAC-TV Johnstown, Pa.—CP new commercial TV station to change from 6.5 kw vis., 3.7 kw aur. to 30.0 kw vis., 15.1 kw.

April 10 Decisions . . .

ACTION ON MOTIONS

By Commissioner George E. Sterling

Patchogue Bcstg. Co., Patchogue, N. Y., and Mid-Island Radio Inc., Patchogue, N. Y.—Granted petition of Patchogue Bcstg. Co., requesting extension to April 17, to file exceptions to initial decision issued in proceeding upon application and that of Mid-Island Radio Inc.

Waycross Bcstg. Co., Waycross, Ga.—Granted request to dismiss application.

KSGM Ste. Genevieve, Mo.—Granted leave to amend application to reduce power from 1 kw to 500 w D-DA and application as amended is removed from hearing docket.

FCC General Counsel—Granted request for extension to May 6 in which to file exceptions to initial decision issued in proceeding upon applications of WTNJ Trenton, N. J., and WBUD Morrisville, Pa.

Tul'e Bcstg. Co., Tulia, Tex.—Dismissed as moot leave to amend application and to retain application, as amended on hearing docket.

WPOR, Portland, Me.—Granted request to dismiss without prejudice application.

By Jack P. Blume

KFDX Wichita Falls, Tex.—Granted leave to amend application to change daytime DA proposed in engineering portion of application; application amended, removed from hearing docket.

Brazoria County Bcstg. Co., Freeport, Tex.—Granted leave to amend application so as to delete Ross K. Prescott and H. J. Griffith as partners in applicant company, and show transfer of their interest to A. T. Deere.

By Hearing Examiner J. D. Cunningham

A. D. Ring & Co., Washington, D. C.—Granted continuance of hearing in Docket 9577 from April 13 to April 26.

By Hearing Examiner Basil P. Cooper

FCC General Counsel—Granted continuance of hearing in proceeding re applications of Lakeland Bcstg. Corp. and that of John R. Tomek, from April 12 to May 9, at Wausau, Wis.

By Hearing Examiner H. B. Hutchinson

Spa Bcstrs. Inc. and Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Granted in part motion of Spa Bcstrs. Inc. for continuance of hearing re application and that of Saratoga Bcstg. Co. from April 12 to June 5 at Washington, D. C.; denied insofar as it requests change in place of hearing from Washington, D. C., to Saratoga Springs, N. Y.

April 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KHSL Chico, Calif.—License for CP new AM station to increase power change directional ant. for night use only etc.

License to cover CP AM station: WEBK Tampa, Fla.; WVMI Biloxi, Miss.; KUNO Corpus Christi, Tex.

WLOW Portsmouth, Va.—License for CP AM station to change frequency etc.

Extension of Authority

American Bcstg. Co., New York—Extension of authority to transmit programs to CFCF CBL and Canadian Bcstg. System for period beginning June 2.

AM—1010 kc

WINS New York—Mod. CP AM station change frequency, increase power etc. AMENDED for further extension of completion date.

SSA—680 kc

WIKY Evansville, Ind.—SSA to operate on 680 kc 100 w unl. for period of six mos. or until operation is commenced as requested.

Modification of License

WMNB North Adams, Mass.—Mod. license to increase power from 100 w unl. to 250 w unl. on 1230 kc.

License Renewal

WPOE Elizabeth, N. J.—Request for license renewal.

License for CP

WTCN-TV Minneapolis, Minn.—License for CP new commercial TV station.

TENDERED FOR FILING

SSA—1460 kc

WOKO Albany, N. Y.—Request for SSA on 1460 kc 1 kw-D 500 w-N for period of six mos. from April 24.

Modification of CP

WLIL Lenoir City, Tenn.—Mod. CP new AM station to change from 730 kc 500 w D to 1490 kc 250 w unl.

APPLICATION RETURNED

WMFT Florence, Ala.—RETURNED application for involuntary relinquishment of control in Tri-Cities Bcstg. Co., license from Franklin L. Bush (deceased) to Emma E. Arland Bush, executrix of the estate.

April 11 Decisions . . .

BY COMMISSION EN BANC

Brazoria County Bcstg. Co., Freeport, Tex.—Granted petition insofar as it requests deletion of Issue No. 1 of Commission's order designating application for hearing; petition denied in all other respects. Action taken April 7.

BY THE SECRETARY

WCLD Cleveland, Miss.—Granted license for new standard station and change studio location; 1490 kc 250 w unl.

WOR New York—Granted CP install new vertical ant. for aux. purposes with presently licensed 5 kw aux. trans.

Don Lee Bcstg. System, Hollywood, Calif.—Granted mod. CP KM2XBD for extension of completion date to 11-1-50 subject to disposition of pending proceeding in Doc. 7398 et al and Doc. 7255.

KDMS El Dorado, Ark. — Granted mod. CP for approval of ant. and trans. location and specify studio location and change type trans.

WGAL-FM Lancaster, Pa.—Granted mod. CP for extension of completion date to 11-1-50.

KFMB-TV San Diego, Calif.—Granted mod. CP for extension of completion date to 11-1-50.

Hollywood Bcstg. Co., Hollywood, Fla.—Granted license for new remote pickup KA-6128.

Middle Tennessee Bcstg., Columbia, Tenn.—Granted request to cancel CP for remote pickup KIB-756.

Southland Industries Inc., San Antonio, Tex.—Granted CP use WOAI-TV tower and ant. for the presently licensed 5 kw aux. trans. WOAI.

Earl W. Fessler, Madison, Wis.—Granted CP and license for new remote pickup KA-2982.

Community Bcstg. Service Inc., Bangor, Me.—Same KA-6287.

Brownsville Bcstg. Co., Brownsville, Tex.—Same KA-4139.

Charles W. Lamar Jr., Houma, La.—Same KA-6284 KA-6285.

Midwestern Bcstg. Co., Traverse City, Mich.—Same KA-3671.

Savannah Bcstg. Co. Inc., Savannah, Ga.—Same KIB-999.

Richland Inc., Mansfield, Ohio—Same KA-3347.

Baptist General Convention of Texas, Dallas, Tex.—Granted CP new remote pickup KA-6290.

P. C. Wilson, Canton, Ohio—Same KA-6289.

Rawlins Bcstg. Co., Rawlins, Wyo.—Same KA-3498.

Macon Bcstg. Co., Macon, Ga.—Same KA-6286.

Aroostook Bcstg. Corp., Presque Isle, Me.—Same KA-6288.

Granite District Radio Bcstg. Co., Salt Lake City, Utah—Same KA-6291.

Star Bcstg. Co., Pueblo, Col.—Same KA-6283.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. CP WWA-200 change power from 75 w to 250 w and change trans.

KPOR (FM) Riverside, Calif.—Granted mod. CP for extension of completion date to 6-19-50.

WBCA (FM) Schenectady, N. Y.—Same to 9-20-50.

KAKC-FM Tulsa, Okla.—Same to 10-1-50.

WJLB-FM Detroit—Same to 11-30-50.

WSWN Belle Grade, Fla.—Granted license covering changes in vertical ant.

WHIZ Zanesville, Ohio—Granted license use old main trans. at present location of main trans. for aux with 250 w.

KCHI Chillicothe, Mo.—Granted license new standard station; 1010 kc 250 w D.

KCRV Caruthersville, Mo.—Granted license new standard station 1370 kc 1 kw D.

WVMI ON AIR

Miss. Daytime Outlet Opens

WVMI Biloxi, Miss., owned and operated by Radio Assoc. Inc., went on the air April 3. Offices are located in the Quint Bldg., and transmitter and studios are 3½ miles east of the city.

Radio Assn. is comprised of Odes E. Robinson, James H. McKee and G. E. Holmes. Personnel includes G. E. Holmes, commercial manager; C. B. Barrett, account executive; Gene A. Robinson, program director; Don Murphy, chief engineer; Robert Campbell, chief announcer.

WVMI, a daytime outlet, operates on 570 kc with power of 1 kw.

WTSP St. Petersburg, Fla.—Granted cancellation of license for aux. trans.

KWK-AM-FM St. Louis — Granted mod. license change corporate name to KWK Inc.

KGBS Harlingen, Tex.—Granted mod. license change studio location.

WINZ Hollywood, Fla.—Same.

KECC Pittsburg, Calif. — Granted mod. license change corporate name to KECC Inc.

KPPC Pasadena, Calif.—Granted CP install new trans.

KUKI Ukiah, Calif.—Granted mod. CP approval ant., trans. and studio locations and change type trans.

WELS Kinston, N. C.—Granted mod. CP for approval of ant., trans. and studio locations.

WBGE Atlanta, Ga.—Granted mod. CP for extension of completion date to 7-1-50. (Cond.)

WOHI East Liverpool, Ohio—Granted license new standard station; 1490 kc 250 w unl.

KWEW Hobbs, N. M.—Granted license increase power and install new trans.

The Travelers Bcstg. Service Corp., Hartford, Conn.—Granted mod. license KA-5582 change frequencies from 31.22, 35.62, 39.26 mc to 26.43 mc.

WLAP Near Lexington, Ky.—Granted mod. CP change trans. location.

WNUR Evanston, Ill.—Granted mod. CP change type trans. and make changes in ant.

WTTJ Ithaca College, Ithaca, N. Y.—Granted license new noncommercial educational FM station; 91.7 mc, Chan. 219, 10 w.

WBUR Boston U., Division of Radio, School of Public Relations, Boston—Granted license new noncommercial educational FM station; 90.9 mc, Chan. 215, 400 w, 40 ft.

KVTT Texas Trade School, Dallas, Tex.—Granted license new noncommercial educational FM station; 88.5 mc, Chan. 203, 10 w.

Central Bcstg. Co., San Marcos, Tex.—Granted license covering reinstatement of CP for remote pickup KA-2025.

WBBC Flint, Mich.—Granted mod. license change name to Booth Radio & Television Stations Inc.

WJLB Detroit, Mich.—Same.

WDLJ Evanston, Ill.—Granted mod. CP for extension of completion date to 10-27-50.

WAMS-FM Wilmington, Del.—Same to 11-1-50.

April 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WOKO Albany, N. Y.—Mod. CP new AM station for extension of completion date. Also extension of SSA for 1 kw-D, 500 w-N unl., on 1460 kc, for period April 24 to Oct. 24.

WWSC Glens Falls, N. Y.—Mod. CP change frequency etc. for extension of completion date.

WJLB-FM Detroit—Mod. CP change ERP to 4 kw.

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Color Hearing

(Continued from page 158)

complete decision as to what we would do as an answer to your question; but on the other hand we are not in position either of offering to do it, and we feel, therefore, that we would make such receivers based upon the public demand for them, not by any concept that we would have here at the present time."

He estimated that adding automatic adapters to new sets in the factory would increase the retail cost $21 to $24, or $100,000 a year to the public.

At one point Mr. Plotkin asked: "Are you saying that if the Commission adopts a system that you have faith in, you will build for it, but that if the Commission adopts a system that you do not have faith in, you will not build for it?"

"I don't say that," Dr. Engstrom replied. "We don't know what we would do." He said RCA's reputation is involved, and that "in the one case we have faith [that] when we sold [a compatible set] a customer would get dollar return for the money spent, and in the other case it is a system in which we do not have faith and, therefore, we would want to reappraise the situation as it developed."

Dr. Engstrom said this applied only to production of sets bearing the RCA name—that RCA would, on order, build non-compatible equipment for others to sell under their own names.

FCC Compulsion

Mr. Plotkin held that apparently FCC would have to use compulsion on broadcasters and manufacturers if it wanted to implement a pro-CBS decision. Dr. Engstrom agreed, but added that if compulsion were necessary "there would be grave question as to whether the Commission had made the right decision, even if in their earnestness they thought they had."

If FCC should standardize both monochrome and color to CBS standards, Dr. Engstrom said in answer to another question, RCA "would have to decide whether we would want to sell television receivers." Asked whether RCA might go out of the receiver business, he said TV set sales were the backbone of the industry but he could not give a yes-or-no answer before FCC ruled on color and it was decided what the public would buy.

Mr. Plotkin said success of a pro-CBS decision would depend upon either voluntary or compulsory cooperation of industry, and interpreted RCA's position as not being "voluntary."

"It is not voluntary at this time," Dr. Engstrom said, adding he had no way of telling when it would be otherwise.

"If the Commission adopts an incompatible system, and wants to implement it," Mr. Plotkin asked, "it cannot rely on voluntary cooperation of the RCA?"

"It cannot rely on voluntary cooperation of RCA to begin at some time before the fact to add equipment to a black-and-white receiver in order that it may receive signals which may exist at some time in the future. But beyond that I don't think I have indicated a lack of cooperation," Dr. Engstrom asserted.

ONE NOT
H. R. 7310
TO FORGET

WBZ-TV DRAMA

Gas Firm Sponsors Comedy

DRAMATIC TV series, *That Young Couple,* presented by Boston's Brattle Theatre Co., made its debut last month over WBZ-TV Boston. Sponsored by the Boston Consolidated Gas Co., the live half-hour weekly domestic comedy is set in a New England background and depicts the trials and troubles of a young suburban Boston couple.

Emanating from the WBZ Radio and Television Center, the 13-week series involves more than 50 people. The live opening and closing commercials are handled by Art Amadon, station announcer.

Participating as sponsors with the Boston Consolidated Gas Co. in the series are other Massachusetts companies which include the Old Colony Gas Co., Cambridge Gas Light Co., Worcester Gas Light Co., Dedham & Hyde Park Gas Co., Milford Gas Light Co., Plymouth Gas Light Co. and the New Bedford Gas Works Co. The series is produced by Al Hartigan of the WBZ-TV staff, with Albert Marre, director of the Brattle Theatre Co., assisting in dramatic direction. Contract was arranged through Harold Cabot & Co. Inc., Boston agency.

HOOPER SYSTEM

TV Measuring Test Set

TELEVISION test of C. E. Hooper's new automatic audience measurement system announced remently at Los Angeles Chamber of Commerce television meeting, will be made within the next few weeks in Los Angeles.

Initiation of the system awaits completion of negotiations with the telephone company inasmuch as phone circuits are required. System, although to be tried first on television, is a simultaneous testing device for both radio and TV. According to Mr. Hooper, the new measurement process will give results of an evening show the morning after, and complete breakdown of results within 24 hours.

Sample of 500 homes selected as "representative of the population as a whole" will be used for test. The system employs a special device which will be placed inside home receivers connected by phone lines to a central Hooper office. Signal is sent from the central office into the equipment in the home establishing contact with it and causing it to send back signals which record the results on tape within three and one half seconds.

TV INFLUENCE

Non-Industry Look Urged

THE TELEVISION industry needs an understanding of the medium as a social force and a spokesman —"not from the NAB"—who can interpret TV to the public, according to George Jennings, director of the School Broadcast Conference and the Chicago Board of Education's Radio Council. He outlined TV's influence on children at a meeting of the Chicago Television Council on April 5.

Rather than "the compatibility of (color) TV to (monochrome) TV, I wonder about the compatibility of TV to homes, schools and public service," Mr. Jennings said. Admitting no fundamental difference between educational and commercial radio and video, Mr. Jennings termed the main problem as finding "the good things in both. The excellent shows we do see and hear are signposts pointing the way."

TV PRODUCERS

TPA and ITPA Merger Set

MERGE of Television Producers Assn., Hollywood, and Independent Television Producers Assn., New York, as National Society of Television Producers will become effective within a few weeks following approval by both boards. Contract and bylaws for a national constitution are now being drawn up by the two boards.

New York group at the present time represents 40 independent television producers headed by Paul Sulds, president. Los Angeles group has approximately 50 members. Bernie Elbert is acting president in place of Mal Boyd, currently working out of New York. The national association will be open to similar groups in other cities who wish to join.

EDUCATION MEET

Quaker City Group Plans TV

IN conjunction with "Schoolmen's Week" at the U. of Pennsylvania, a two-day conference on television and education will be held April 20-21 in University Museum under sponsorship of the Philadelphia Chapter, Assn. for Education by Radio, representing the Philadelphia Board of Education.

Subjects of discussion will include classroom utilization of television, workshop on television techniques for educators and school-station cooperation in television. Principal speaker at the Thursday dinner meeting will be Sen. Francis J. Myers (D-Pa.). Dinner entertainers, from the TV networks, will be introduced by local TV station managers: R. V. Tooke, WPTZ; Donald W. Thornburgh, WCAU-TV; Roger Clipp, WFIL-TV.

TV Cook-Nook

THE TV Cook-Nook, designed to "bring television out into the open," has been announced by The Majestic Co. of Huntington, Ind., manufacturer of metal units and accessories for outdoor fireplaces. The fireplace with accommodations for TV, the firm said, was expressly created to bring together cooking, dining and televiewing in an open-air setting. The Cook-Nook, an all-metal fireplace unit, has special provisions for adding a portable or table-model television set, it was announced.

WPIX (TV) STAFF

One Promoted, Four Added

WPIX (TV) New York, last week announced the appointment of three new directors and the elevation of Peter Molnar, associate director, to a director. The three new directors are: Ted Estabrook, former production director at WFIL-TV Philadelphia and before that program director of WAAM (TV) Baltimore; Everett T. Gammon, former director of the *Philco Playhouse,* NBC-TV program, and currently a member of the cast of "As You Like It," Broadway play; and Robert McCahon, actor-director of many stage plays.

At the same time, William B. MacRae, former assistant director of radio and television at the Biow Agency, New York, and before that commercial manager of WGCH-FM Greenwich, Conn., was named to head the sales service department of the station.

VIDEO'S PR ROLE

Eiges Speaks in Boston

SYDNEY H. EIGES, NBC vice president in charge of press and information, told the Boston School of Public Relations past fortnight that television would be the greatest single tool in public relations.

In an address, one of a series at the school, Mr. Eiges said that public relations leaders were "already engaged in elaborate research to determine the most effective means of utilizing television as a force for improving public relations . . . the people, who are the mass consumers, are becoming increasingly inquisitive concerning the most intimate aspects of the social behavior of those whose goods and services they buy."

Lowe Appointed

CHARLES F. LOWE, assistant radio director of Erwin, Wasey & Co. Ltd., Los Angeles, has been appointed head of all television activities for the agency.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Can you sell? Texas ABC station wants you. Send full sales resume. Box 676E, BROADCASTING.

Field managers. If now calling on trade in Chicago, Toronto, Dallas, Seattle, Atlanta, Mexico City, Omaha, Kansas City, Louisville, and Cleveland areas; having attractive deal. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Salesmen

Salesmen wanted. Up and coming daytime regional in metropolitan market contemplating fulltime will need by August two high-producing salesmen who can create punchy presentations and research. One will be promoted to sales manager. Must have proven sales record, must have worked with smallest and largest advertisers, know how to deal with agencies, large or small; no price-cutters wanted, just solid, honest salesmen who know how to merchandise. State salary, commission required; send references, complete resume and picture; new management guarantees square deal, aggressive, on-the-ball sales operation. Address Box 806E, BROADCASTING.

Network station with both AM and TV operation has opening for staff salesman. Must have radio sales experience. Attractive salary and commission plan. Send complete particulars, including photo, references, experience, to Box 831E, BROADCASTING.

Sales manager, salary $50.00 plus commission; car necessary. Send full qualifications to KCHF, Cuero, Texas.

Opportunity! Six-month old fast growing progressive independent regional Twin Cities station wants good clean-cut, hard working salesman. Right man can make place for himself. Send full details first letter. Mr. Ware, WPBC, Minneapolis.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Announcers

Wanted: Chief announcer. Must be showman, have strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in first letter. Box 693E, BROADCASTING.

Announcers wanted. Up and coming daytime regional in metropolitan market needs three experienced, mature announcers. Disc jockey, news-writer-announcer, all-round staff man. Men who see announcing as serious business, used to writing, planning and producing shows on short notice if necessary; willing to work with superiors. No know-it-all hotshots need apply. Writing desirable but not absolutely necessary; send sample continuity and commercial copy. Give starting salary requirements, references, complete resume. Send picture and audition disc on 78 rpm. Sorry, no discs or pictures returned. Address Box 805E, BROADCASTING.

Announcer-sportscaster, excellent opportunity open for experienced young announcer-sportscaster who wants to step up to 1,000 watt, network affiliate operation. Graduated wage scale, talent. Michigan location. Send audition disc, photo and letter of qualifications to Box 807E, BROADCASTING.

Midwest network station has opening for experienced sports announcer who can combine with regular staff duties. Attractive salary. Send particulars including photo. Box 830E, BROADCASTING.

Wanted, engineer capable of announcing. $40.00 for 40 hours, $5 weekly raise every three months. No phone calls or audition discs. William Kemp, KVFR, Albuquerque, New Mexico.

Wanted—Good announcer with first class license. Salary in line with ability. Send disc and full details first letter. Lester L. Gould, WJNC, Jacksonville, North Carolina. Immediate opening.

Help Wanted (Cont'd)

Experienced combination man for WLEW, Bad Axe, Michigan. Send disc, photograph and full qualifications to WSAM, Saginaw, Michigan.

Technical

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 787E, BROADCASTING.

Experienced combo man with ticket, emphasis on control board. $50.00 per week. Immediate opening. Air mail audition, photo and details KISD, Sioux Falls, S. D.

Production-Programming, others

Musical director, man or woman, to play Hammond organ on 2 daily programs, and handle all details of music library at metropolitan station. Salary $275 monthly. Box 782E, BROADCASTING.

Assistant news director who can write and deliver a good newscast. Executive ability to help direct news staff, and work in a fast operation. Box 797E, BROADCASTING.

Wanted man or woman secretary to owner of Mutual affiliate. Knowledge of programming, traffic and accounting helpful but not essential. $40.00 for 40 hours. Time and a half. Advancement in salary and position promised if ability displayed. Wm. Kemp or Keith Tye, KVER, Albuquerque, New Mexico. Will be at NAB, Stevens, Chicago April 16-21.

Experienced continuity writer—Apply in person for interview at Radio Station WJEF, Grand Rapids, Michigan. Good job for the right man or woman.

Established agency desires experienced woman for newspaper and radio copywriting. Also knowledge of newspaper layouts desirable. Growing concern. Pleasant working conditions. Opportunity for advancement. Pat Hill Advertising Agency, 615 West Central, Albuquerque, New Mexico.

Immediate opening for female copy writer for station located in city of 10,000. Rush photo, references, full information first letter. KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E. BROADCASTING.

Successful manager, commercial manager. Strong on sales. Efficient management guaranteed. Twenty three years managerial and sales experience. Can do programming and continuity writing. Excellent references. Married. Forty three years old. Minimum $100 per week. Box 757E, BROADCASTING.

Manager and chief engineer—we're not happy in New England. Would like southwest or northwest. Chief engineer, 9 years broadcasting experience. Manager, 9 years experience in radio. Presently employed these positions. Can supply excellent references. Box 783E, BROADCASTING.

Background and knowhow. Successful network station manager, transcription and network program sales and station representative business. I am interested in sales executive work in midwest or east where I could use the contacts in Chicago, Detroit and New York. Family man, now employed. Box 784E, BROADCASTING.

Situations Wanted (Con't)

General manager with $5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 812E, BROADCASTING.

Manager, accent on sales. Young, aggressive. 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Commercial manager—hard hitting, aggressive time salesman with successful radio executive experience, presently employed major metropolitan market desires position as commercial manager. Proven sales, program, promotion ideas. 10 years experience advertising and selling. Married. College. Middle Atlantic, New England. Resume available. Box 824E, BROADCASTING.

Toughest station manager's job in U.S. —that's what we're looking for! Top man available, wants only stations with troubles, real problems. Up from ranks, ex-announcer, night manager, solid engineering background; now manager leading station, highly competitive eastern city. He's young, full of beans, seeks job requiring man with sharp teeth, cast-iron stomach. Contact Kaye-Deutschman, Inc., 1440 Broadway, NYC, PE-6-2367.

Salesmen

Experienced salesman, presently employed, looking advanced position. Also announcing and writing experience. Box 773E, BROADCASTING.

Salesman—eight years local, regional station experience with merchandising and program production knowhow. Salary and commission. 38. Good references. Box 800E, BROADCASTING.

Salesman, married, excellent references, midwest preferred. Announcing, writing experience. Box 810E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Baseball — Highly qualified play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Eastern stations—Experienced versatile announcer. Operate console. Low starting salary. Box 640E, BROADCASTING.

Announcer, 2½ years experience announcing, narrating and run board. College graduate. 27, vet, married, ambitious, reliable. Desire permanent staff or summer. Relocate for good spot progressive station. Disc or personal interview if possible. Box 689E, BROADCASTING.

Excellent staff announcer. Present 50 kw. Desire change. Experience commercials, news, popular and classical music, special events, sports play-by-play and color. NBC trained. 28. College. Married. Start $65 week. Box 736E, BROADCASTING.

Topflight sportscaster. Present 50 kw sports and staff. Experience baseball, basketball, football, boxing, hockey. Also sportswriting and features. 28. College. Married. Want permanent position reliable operation. Start $65 week. Box 735E, BROADCASTING.

Would you like to have an announcer with twelve years music experience? Well trained, educated. Box 739E, BROADCASTING.

Sports broadcaster. Baseball play-by-play. Ball player background. Degree in broadcasting. Single, sober, serious. Box 781E, BROADCASTING.

If you are going someplace take me with you. Announcer-engineer. Congenial, conscientious, willing to work. Commercial man and capable newscaster. Presently with net affiliate. References, single, 30, vet. Box 785E, BROADCASTING.

Announcer with excellent play-by-play sports background seeks connection, college graduate. References, details, gladly furnished on request. Box 789E, BROADCASTING.

Lazy, hard to get along with, can't understand radio, old at 20—now 30. A misfit anywhere. Now, with net affiliate as announcer-engineer. Box 786E, BROADCASTING.

Situations Wanted (Con't)

Announcer, DJ; experienced showman can hypo your programming. Currently available. Box 790E, BROADCASTING.

Combo man, independent, network experience. Graduate nationally known announcing school. Married, state minimum salary. Desire western states. Box 798E, BROADCASTING.

Announcer. Newscaster. Other qualifications. 4 years experience. Married. No drifter. Permanence preferred with immediate opening. Will travel. Photo, disc, references. Box 802E, BROADCASTING.

Experienced newscaster. Presently employed in a metropolitan city and would prefer a similar location. Single, 25, disc available. Box 803E, BROADCASTING.

Announcer, all phases, 14 months experience, age 25, graduate of leading announcing school. Available immediately. Box 804E, BROADCASTING.

Experienced announcer (3 years). Age 23. Single. 2 years college. Presently employed. Available within two weeks. Preferable west coast. Box 808E, BROADCASTING.

Announcer—five years experience, versatile, best references, sponsors and station. Prefer southwest. Consider all offers if permanent. Car, married. Employed. Box 811E, BROADCASTING.

Announcer—Radio 4 years. Know programming. Want position with future. 27, married. Desire western states, will consider all. Presently employed midwest independent. Box 813E, BROADCASTING.

Announcer—Capable, 5 years experience all phases staff announcing, including news, music, special events, acting, commercial. Married, 30, desire permanent position with progressive station with opportunity for advancement. Presently employed 5000 watt network affiliate. Box 816E, BROADCASTING.

Experienced announcer with ticket; now employed; married; 5 kw AM, 3 kw FM experience; two years staff announcing, DJ, hillbilly; car. Desires change to permanent position in southeast. Box 820E, BROADCASTING.

Versatile announcer, good network quality voice and diction. Specialize in commercials, news and disc jockey. No staff experience, but thoroughly trained in all phases. Experienced as free lance actor in and around Chicago. Can operate board. Details, photo and disc on request. Box 821E, BROADCASTING.

Announcer, writer. Deep, mellow voice, authoritative news, style, top air salesman. Some experience metropolitan station. Want permanent staff job with opportunities to do things. Have ideas, imagination. Disc, photo, details. Box 822E, BROADCASTING.

Experienced NYC announcer. Staff. Sports. Jockey. Progressive eastern station. Permanent. You say you want to sell your market. Hire me! Box 823E, BROADCASTING.

Morning, noon or night man—knows board, location secondary, single. DJ and announcing position desired. Box 826E, BROADCASTING.

Excellent sports announcer, vet, college, experienced play-by-play, disc on baseball available. Will travel, salary secondary to good opportunity. Box 827E, BROADCASTING.

Announcer—College speech major, experienced, vet, news commercials, disc jockey, play-by-play baseball. Disc and photo available. Will travel. Box 828E, BROADCASTING.

Announcer, accountant for small station, experienced, net, independent, 25, married. Box 832E, BROADCASTING.

Announcer, professionally trained. Needs first job, 20, single. Disc, photo. Box 833E, BROADCASTING.

Looking for a good all-round staff announcer heavy on DJ? I can supply experience, board proficiency, degree, highest references. Box 834E, BROADCASTING.

Announcer—Good sell; thorough knowledge all phases radio; strong on sports play-by-play. Prefer Texas, Arizona, New Mexico. Disc, photo, details on request. Johnny Bourke, 8013 Dobson Ave., Chicago.

Announcer available, can also write commercials and continuity and run control board. Experience limited but can sell for you. Won't snub summer job, will go anywhere. Chester Manulik, 159A 23 Street, Brooklyn 32, New York.

Experienced announcer—overall announcing including news, DJ, commercials, etc. Operate console, write copy. Young, single. Available immediately. Dean Murray, 608 South Main, Milbank, S. Dak.

Situations Wanted (Con't)

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo., HArrison 0473.

Radio station managers, directors. For your station or stations. A man who says: Arthur Godfrey was a taxi chauffer and hotel man, so was I. Godfrey doesn't possess special talent, neither do I. However, appraise me: I am a news sports announcer with a broad education. Intelligent with a good deep voice. I can announce all sports, play-by-play or the sports show with a twenty year background of participation. Innovations here, no cliches used with equal fare for competitors of any sporting event. I can announce news with impeccable diction and pronunciation. Informal, but with a feeling for the type. No redundancy used here. I can also analyze, edit and commentate. I can MC special events, sell a commercial. I know all types of music. I have put in 650 hours on the air at two accredited radio schools. I will go any place in the world for an audition or send you a disc. Please wire, write or phone Kenwood 3468. Bertram Kaster your newscaster and sportscaster. 2438 Grand Ave., So., Minneapolis, Minnesota.

Combination announcer and engineer—(TV training) emphasis on announcing. Experienced in all phases small station operation — independent and network. Morning man DJ 2 years, man-on-street, theatre MC, quiz shows, remotes, news, staff announcer, etc. Sincere, friendly delivery. Prefer permanent position in progressive Florida station, but will consider any reasonable offer in east. Married, car, disc on request. Write Ken Lueck, 222 N. Spring St., Pensacola, Fla.

Holder 1st class phone seeks position in broadcasting, announcing and maintenance. Will travel. Raymond Tomaszeski, 210 Second Street, Jersey City, New Jersey.

Announcer, 1st phone license, sports-caster football, baseball, basketball. Capable DJ, news, write copy. Single, ambitious. WEA, 24 Avondale Street, Valley Stream, New York.

Technical

Engineer, experienced 5 kw AM, 3 kw FM transmitters control board, remotes. Good background. Single, car, will travel. Box 690E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 702E, BROADCASTING.

Engineer-Executive now head of broadcast engineering department major equipment company. College graduate, FCC licensed, licensed professional engineer with over 10 years experience. Capable efficient operation AM, FM, and TV installations. Available immediately. Box 716E, BROADCASTING.

First phone license. Experienced transmitter, remotes, console. Seeking permanent job with northeastern station. Married, car. Box 750E, BROADCASTING.

Recent graduate—first phone desires job anywhere in the south. Straight engineer. Box 767E, BROADCASTING.

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. Box 788E, BROADCASTING.

Experienced engineer, two years on transmitter, remotes, console. Excellent recommendations. Married. Box 793E, BROADCASTING.

Will travel anywhere for initial opportunity in radio. College graduate with some experience. Also graduate of leading school, Radio City, trained fully in all phases of broadcasting technique. Have knowledge of control board operation. Salary secondary to opportunity presented. Box 794E, BROADCASTING.

Situations Wanted (Con't)

Engineer, 1st phone, 18 months experience. Experienced radio serviceman. Age 24. Desires job in Texas or midwest. Prefers veterans on job training for combination man. Have car. Box 809E, BROADCASTING.

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 819E, BROADCASTING.

Engineer—Licensed, three years experience transmitter, maintenance, remotes. Have car. Any location. Box 815E, BROADCASTING.

Colored vet, single, 1st class phone, graduate of large technical school, AM, FM, TV. Desires station work, available immediately. Contact J. Allen, 60 Belmont Ave., Jersey City, N. J.

Experienced engineer, construction, installation, AM, FM, studios, transmitters, remotes, seeking permanent position anywhere. Available at once. H. C. Williams, % V. E. Hamilton, Rt. 5, Knoxville, Tennessee.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position in south or southwest. Robert B. Wilson, Lake Cormorant, Miss.

Production-Programming, others

Woman does man-size job! Captures achievement record in lively industrial area. Woman commentator-program director with record of versatility and popular success seeks new opportunities with progressive station. Background includes successful programming, writing, public relations techniques. Personality, voice, performance of sustained, above-average caliber. Immediately available for affiliation which recognizes combination of effort, ability, results. Box 717E, BROADCASTING.

Program director, sportscaster, play-by-play, special events. Box 725E, BROADCASTING.

Continuity writer-announcer. College graduate, now employed 1 kw station. Single, 26, best references. Seek solid location with future, permanence. Newspaper experience. Box 744E, BROADCASTING.

PD, announcer-writer; experienced combo man. Talent, knowhow. Work hard for right station. Box 791E, BROADCASTING.

Program director-announcer. Presently employed regional network announcing. Sell, write, produce, direct, announce. Family man. Available May 1st. Box 817E, BROADCASTING.

Program director—complete services including announcing. Tried, tested ideas. Permanent. Detailed brochure, photo, disc. Box 825E, BROADCASTING.

Hillbilly band, nationally known A-1, available for radio, anywhere, union, program directors write Dick Carson, Baden, Pa.

Television

Technical

Experienced television cameraman—floor manager would like job out of New York City. Young, hard worker, single. Salary is not important. Edward Fetish, 63 Union Ave., Passaic, N. J.

For Sale

Equipment, etc.

Complete setup for FM station, including 1 kw Western Electric transmitter. Box 792E, BROADCASTING.

For sale—Four 350 ft. Wincharger four hundred guyed towers with pre-fixed guy sockets and insulators. New, never erected or used. Box 818E, BROADCASTING.

3 **BK403** used Brush tape recorders, in good mech. condition, $150 cash FOB Cleveland. Lake Erie Electronics Co., 2157 Euclid Ave., Cleveland, Ohio.

For Sale (Cont'd)

New Magnecorder PT6-A tape recorder with custom 3 channel amplifier, $425. H. N. Black, c/o KSMO, San Mateo, Calif.

Save $10,500. Complete FM transmitting equipment, 106.9 mc, like new. Includes GE BT-2-B 1 kw transmitter, spare tubes, crystal; WE 5-A monitor; GE BY-6B 6 bay circular antenna with mast; 100' Wincharger type 300 guyed supporting tower; A-3 lighting equipment; 140' Andrew 1⅝" type 451 transmission line, 3 right angle bends, 2 45° angle bends, expansion joint, reducers, support brackets etc. Available at site, $5,900. Wire or write WENY, Elmira, N. Y.

Disc recording equipment for sale, all Presto. Two 8N recorders, $715.00 each; one 8A amplifier, $145.00; one 125A microscope, $65.00; one 160B equalizer, $170.00. If bought in one lot, total price $1500.00. All equipment in first class mechanical and electrical condition. Used very little. Write or wire Chief Engineer, WFMY, Greensboro, N. C.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Lehigh 179 foot self-supporting tower, $1500 FOB Warren, Pennsylvania, WNAE.

For sale: 646B REL FM receiver, perfect for FM relay pickup. Originally $350.00. Available at much less, immediately. Write Chief Engineer, WNAM-FM, Neenah, Wisconsin.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted. Two transmitting tubes Type GL-7D21. Box 799E, BROADCASTING.

Wanted to buy—Modern high level 1 kw transmitter and antenna tuning unit. Box 829E, BROADCASTING.

Wanted to buy. Good used studio equipment including console, turntables and microphones, also a transmitter frequency and modulation monitors. Frank C. Carman, KUTA, Salt Lake City, Utah.

Help Wanted

WANTED

RADIO-TV TIME BUYER

Long established medium-size New York advertising agency entering radio-TV mail selling field wants experienced buyer familiar with mail selling stations, independents and networks. Capable of properly testing and then expanding mail order campaigns quickly. Immediate job. Need not bring or create accounts. State experience, salary and pertinent information. Our staff knows of this announcement. Box 801E, BROADCASTING.

Salesmen

New kilowatt desires experienced salesman. First radio station in virgin market in Mid-Atlantic region. Earnings unlimited thru incentive plan with salary to start. BOX 795E, BROADCASTING

Situations Wanted

Managerial

Manager

16 years radio, industry recognized reputation. Let's talk over your problem and my background during the NAB Convention. Contact through Avery-Knodel, Inc., Chicago, Andover 3-4710, April 16-18 or Box 774E, BROADCASTING.

Situations Wanted (Con't)

RADIO & TV EXECUTIVE AVAILABLE

Resourceful sales conscious program and station manager desirous of changing location. Have record of 16 years experience and successful accomplishments in a 5kw station in major market. Full details and unexcelled credentials upon request.

BOX 780E, BROADCASTING

Announcers

ANNOUNCER-CHIEF ENGINEER offers 10 years experience as combination man. Deep resonant voice and friendly personality adds real asset to large or small market station. Married, two children, permanent position with living wage desired. Sober, hard worker will travel for real opportunity. BOX 790E, BROADCASTING.

CATHOLIC ASSN.

Broadcasters Meet April 29

SPRING conference on radio and television for the Middle Atlantic states will be held at Catholic U. in Washington April 29 by The Catholic Broadcasters Assn., according to Dr. Adolph M. Wasilifsky, head of the department of English at St. Joseph's College, Emmitsburg, Md.

The one-day conference, it was announced, will begin at 9 a.m. with registration in McMahon Hall at the university and end at 5 p.m. with a sample broadcast. The program will include panel discussions, workshop activity on specific broadcast problems and addresses by key personnel in the radio and television industry, Dr. Wasilifsky said. Also scheduled is a panel on television which will be led by producers of religious programs. All meetings will be open to the general public and information bulletins and reservations for the conference can be obtained through the national office of the Catholic Broadcasters Assn., P. O. Box 1573, Wilmington 99, Del.

WPEN's New Home

WPEN - AM - FM Philadelphia is using a new home as its base of operations. Station now is broadcasting from the three-story Philco Bldg. it has purchased at 2212 Walnut St. Studio - auditorium shares space on the first floor with a drug store. Second floor is occupied by modern air-conditioned offices and executive quarters. Third floor is given over to five studios, four control rooms, one of which is the master control room, the news-room and record library. Edward C. Obrist, WPEN general manager, said the move from 1528 Walnut St. was made to keep pace with the advance of the radio industry which, he said, "will expand as never before in the next five years. . . ."

WMBG Richmond, Va., awarded certificate of commendation by National Guard of U. S. for "patriotic service to the National Guard during 1949."

DST SCHEDULES

Networks To Record Repeats

ALL FOUR nationwide networks will again this summer employ the split network, recorded repeat program service plan used in previous years. Plan will deliver programs to affiliated stations and their audiences at the accustomed times, regardless of whether the station is located in a community which goes on Daylight Saving Time for the summer months or one which remains on Standard Time throughout the year.

Essentially, the plan is simple. Programs are fed by the networks as usual to stations in cities which, like New York, go on DST on April 30. For other cities, which remain on Standard Time, these programs are recorded at key points and sent over a special auxiliary circuit which gets the network programs to the stations an hour later than the DST service, or at the same local time. That is, a network program reaching a station at 8 p.m. during the winter will, during the 22 weeks of DST, still reach it at 8 p.m. by its local clocks, whether they register Standard or Daylight Saving Time.

ABC, MBS Problems

For NBC and CBS that ends it. ABC and MBS have special problems, however, which call for special treatment. ABC's *Stop the Music*, has been exempted from the general plan because it involves phone calls to listeners across the country. This program will be broadcast to the full network each Sunday at 8 p.m. EDST during the summer as it is the rest of the year.

Mutual's special exception to the general rule is baseball. This network's daily baseball broadcasts will be fed live at game time to all affiliates taking the games except those on the West Coast, which will get them by recordings for broadcast starting at 1:30 p.m. PST. The Mutual stations in communities remaining on Standard Time will thus lose the hour of Mutual programs immediately preceding the game, but will be fed these immediately following the baseball broadcast instead. MBS will set up a special afternoon program service for affiliates not taking the ball games because of local commitments at some time during the afternoon.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
NIELSEN-RATING* MARCH 5-11, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
Evening, Once-a-Week		(Average for All Prgrams)	(10.1)
1	1	Lux Radio Theatre (CBS)	23.7
2	2	Godfrey's Scouts (CBS)	19.7
3	6	Amos 'n' Andy (CBS)	18.6
4	3	Jack Benny (CBS)	18.6
5	4	Mystery Theatre (CBS)	18.4
6	16	Walter Winchell (ABC)	17.6
7	9	My Friend Irma (CBS)	17.6
8	17	Mr. Chameleon (CBS)	16.5
9	5	Mr. Keen (CBS)	16.2
10	21	Gene Autry Show (CBS)	16.1
11	7	Charlie McCarthy Show (CBS)	16.0
12	13	You Bet Your Life (CBS)	15.7
13	8	Fibber McGee and Molly (NBC)	15.3
14	32	Great Gildersleeve (NBC)	15.2
15	18	Crime Photographer (CBS)	14.9
16	15	Bing Crosby Show (CBS)	14.8
17	37	Mr. District Attorney (NBC)	14.6
18	42	Break the Bank (NBC)	14.6
19	28	Truth or Consequences (NBC)	14.6
20	14	Suspense (CBS)	14.5
Evening, Multi-Weekly		(Average for All Programs)	(7.0)
1	1	Beulah (CBS)	14.3
2	4	Counter Spy (ABC)	12.5
3	2	Lone Ranger (ABC)	12.3
Weekday		(Average for All Programs)	(6.5)
1	1	Arthur Godfrey (Liggett & Myers) (CBS)	12.6
2	3	Romance of Helen Trent (CBS)	10.1
3	2	Arthur Godfrey (Nabisco) (CBS)	9.8
4	10	Right to Happiness (NBC)	9.8
5	4	Wendy Warren (CBS)	9.6
6	7	Pepper Young's Family (NBC)	9.5
7	6	Our Gal, Sunday (CBS)	9.3
8	15	Backstage Wife (NBC)	9.1
9	8	Arthur Godfrey (Gold Seal) (CBS)	9.0
10	9	Perry Mason (CBS)	8.8
11	11	Ma Perkins (CBS)	8.7
12	16	Road of Life (NBC)	8.7
13	17	Stella Dallas (NBC)	8.7
14	5	Aunt Jenny (CBS)	8.7
15	12	Rosemary (CBS)	8.7
Day, Saturday		(Average for All Programs)	(5.4)
1	1	Armstrong Theatre (CBS)	12.6
2	3	Grand Central Station (CBS)	12.4
3	2	Stars Over Hollywood (CBS)	10.4
Day, Sunday		(Average for All Programs)	(3.5)
1	1	True Detective Mysteries (MBS)	9.9
2	3	Martin Kane, Private Eye (MBS)	9.5
3	2	Shadow (MBS)	9.4

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

NARSR Names Knodel

WILLIAM KNODEL, Avery Knodel Inc., was elected chairman of the Chicago council of the National Assn. of Radio Station Representatives, it was announced last week by T. F. Flanagan, managing director of NARSR. Mr. Knodel, who will hold office until December 1950, was elected by a committee which included John Stebbins, The Bolling Co. Inc.; C. E. Peterson, The Branham Co., and Mr. Knodel.

Mr. Knodel

NETWORK CONVENTIONEERS

Representatives at NAB Chicago Meet Listed

THE FOUR major networks will be represented at the NAB convention at the Stevens Hotel in Chicago by the following executive personnel:

ABC: Edward J. Noble, chairman of the board; Mark Woods, vice chairman of the board; Robert E. Kintner, president. Vice presidents attending for ABC will be: Robert H. Hinckley, Ernest Lee Jahncke, in charge of station relations, and Joseph A. McDonald, secretary and general attorney.

MBS: Frank White, president, and the following vice presidents: William Fineshriber Jr., in charge of programs; A. A. Schechter, in charge of news and press; Earl Johnson, in charge of station relations and engineering, and James E. Wallen, treasurer and controller. From the station relations department, the following will attend: Robert Carpenter, Ray Danish, Charles Godwin and Carroll Marts, who will attend from the Chicago office.

CBS: Herbert V. Akerberg, vice president in charge of station relations; J. Kelly Smith, vice president and director of stations; William Schudt Jr., director of station relations; Edward Hall, Eastern Division manager, station relations; C. E. Midgely Jr., sales service manager; Michael Campbell, manager, cooperative divisions; Robert Wood, CBS-TV traffic manager and Charles Oppenheim, director of program promotion.

NBC: William S. Hedges, vice president in charge of integrated services; Harry C. Kopf, vice president in charge of radio sales; Edward Madden, assistant to the president; Frank Russell, vice president in charge of Washington operations; Hugh M. Beville Jr., research director; O. B. Hanson, vice president and chief engineer; Easton C. Woolley, director of station relations; Charles Hammond, vice president in charge of radio advertising promotion; Norman Cash, Burton Adams, Frank De Russy, Buck Byford, Thomas Knode and Steven Flynn of the station relations department; Carleton T. Smith, director of TV operations; Sheldon B. Hickox Jr., TV director of station relations.

Electronic Dictionary

A DICTIONARY OF ELECTRONIC TERMS. Edited by Harry L. Van Valzer, Ph.D. Published by Allied Radio Corp., Chicago. 64 pp. $.25.

CONTAINING over 2,500 terms used in television, radio and industrial electronics, *A Directory of Electronic Terms* answers the need for an accurate, up-to-date reference source of words used in the rapidly expanding electronics field. It also contains over 125 illustrations and diagrams of components, equipment and electronic circuits, as well as an appendix section containing useful radio data.

WHERE DO YOU WANT TO LIVE . . . ? . . . AND WORK ?

EAST
NEW ENGLAND 250 NETWORK—$90,000.00
This New England network facility, located city in excess of 100,000 population, 1948 retail sales more than $120,000,000.00. One of the most attractive New England properties we have handled.

MIDDLEWEST
MIDWEST NETWORK STATION—$200,000.00
Prosperous market, good network affiliation, well staffed, consistent earner annually grossing about $200,000.00. Owner retiring. Financing can be arranged. An outstanding buy.

WEST
WESTERN 250 NETWORK—$45,000.00
This broadcasting property beautifully equipped, excellent network contract, annual gross more than sufficient to justify the price asked. This property should clear before taxes between $12,000.00-$15,000.00.

CONTACT US AT NAB—STEVENS HOTEL OR NEAREST OFFICE

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
STerling 4341

CHICAGO
Harold R. Murphy
333 North Michigan
RAndolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
EXbrook 2-5672

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